...MBER 14, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and ...ision

TELECASTIN...

...TECHNOLOGY DEPT.,

1

2

3

4

5

6

Real reasons

for listening ...and using

CHICAGO'S *family* RADIO STATION

1. Enoch Squites, the Prairie Traveler, radio's most unusual program—daily on WLS.
2. Larry McDonald, whose Farm Bulletin Board is an outstanding early morning farm service.
3. Mrs. Josephine Wetzler whose School Time won SBC Citation and the DuPont Award.
4. Bob Atchet, whose genial personality and folk-ballad singing sells for two morning sponsors and highlights the Barn Dance.
5. Dolph Hewitt, newest RCA Victor Recording artist, a morning feature and a Barn Dance star.
6. Captain Stubby and Buccaneers—more music per man per minute. Daily on WLS plus Saturday nights WLS-ABC.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

IN THIS ISSUE: STANDARD OIL OF CALIFORNIA'S PUBLIC SERVICE

as a member of Society...

WHAS LOG - Sept. 24-25, 1949

"Polio Dollar Day"

FOR KENTUCKIANA POLIO VICTIMS

Presentation of listener contributions to Foundation Director Warren Coss

Can polio be cured by radio? Yes! WHAS gave a good example of bare knuckle fighting when it picked up the pieces of the recent Kentuckiana emergency fund-raising campaign and sparked it to success with "Polio Dollar Day". For over 24 hours—starting at 5 a.m., WHAS focused its entire facilities on polio fund raising. Spots and transcribed pleas by child patients were used, also a documentary. At regular sign-off time an all-night, live-talent show took over. Day's result: total listener contributions of over $14,000.

WHAS LOG - Saturdays, 6:00 - 15 A.M.

"Tomorrow's Tobacco"

FOR KENTUCKIANA FARMERS

WHAS Farm Director Cooley interviews Shelby County tobacco farmer

Can tobacco be raised by radio? Yes! A year ago WHAS inaugurated a series of weekly "lessons" on raising tobacco, Kentucky's largest single crop. (Value: $225,000,000.) Prepared in cooperation with the University of Kentucky College of Agriculture, each program is timed to the current phase of the year-round job of tobacco farming. Recordings in the field, talks by specialists, narration and question sessions are used. Result: greater coordination in producing the world's finest and largest burley crop.

WHAS LOG - Oct. 10, 1949

"A Chance to Live"

FOR KENTUCKIANA CHILDREN

Fire drill of Emma Dolfinger School covered by remote during program

Can fire-prevention be "sold" by radio? Yes! Kentucky State Fire Marshal W. L. Martin asked WHAS for help in impressing Kentucky with the importance of fire safety in the schools. Result: a broadcast that was required listening in every one of Kentucky's 5,665 schools. During the program, "A Chance to Live", an alarm was broadcast signaling a state-wide fire drill of over 600,000 school children. It was one of the largest simultaneous fire drills ever conducted.

CBS

WHAS

Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

ARMOUR *selected*

The BIG *station for the* BIG (TEST MARKET) JOB

Last spring, Armour selected Omaha as one of the two first Test Markets for Dial Soap. Omaha was selected because of its strategic geographic location and as being reasonably representative as far as economic level was concerned. To carry the spot schedule Armour chose the BIG station KFAB. Within thirteen weeks Dial had become a leading seller in the market. Success stories are not new with KFAB advertisers. KFAB, the BIG station, is a "natural", not only for a "test" but also for year-around selling. The BIG station is the choice of salesmen who want to reach the most people with one vehicle in KFAB's Midwest Empire of which Omaha is the BIG vocal point.*

*Retail Sales—over 2 billion.
Population—over 4 million.

KFAB

50,000 WATTS

CBS

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

GREATER use of radio by department stores, which remains plaintive wail of broadcasters despite herculean efforts during past decade, may get its biggest boost in months ahead. Victor M. Ratner, erstwhile ace CBS advertising and promotion v.p., who holds similar status at R. H. Macy & Co., world's largest department store, will launch basic study of radio-department store relationship Jan. 1. He's now undergoing basic training at Macy's, which he joined three weeks ago.

THERE will be radio "knowhow" on House Lobbying Committee staff, expected to get under way at next session of Congress. Indications are that Lucien Hilmer, former assistant general counsel of FCC in charge of broadcasting (1940-42), will be named chief of staff of Buchanan committee working under Floyd J. Mattice, Justice Dept. criminal division attorney, already named general counsel for the investigation. Mr. Hilmer, 41, has had wide experience both in legislative and private law practice in Washington.

GENERAL ELECTRIC CO., Lamp Division, through BBDO, New York, preparing spot announcement campaign in 32 markets across country to start Nov. 28 for 26 weeks.

ANNOUNCEMENT of organization of sales department in new radio network unit at NBC expected from Harry C. Kopf, new vice president in charge of sales of radio unity, this week (see story page 25). Gordon Mills, former business manager of Kudner Agency, New York, reportedly will join newly-created NBC Radio Div. sales department.

SIMMERING anguish of top movie interests over television's boxoffice inroads likely to come up at joint dinner of NAB and Motion Picture Assn. boards, slated Tuesday evening. Eric Johnston's group and NAB have enjoyed friendly relations. Other topics at dinner—state TV censorship and radio commentator's comments.

PRIVATE previewees of new All-Radio Presentation, due for release early next year, vouch it's probably best commercial film ever produced. Intensive campaign for comprehensive showings of film under station auspices will begin as soon as prints become available.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), ready to sign contracts for hour-long television show through BBDO, New York. This will mark first video network show for Luckies to be placed through BBDO. N. W. Ayer & Son handles other TV campaigns while BBDO handles radio.

FORD MOTOR CO., Dearborn, will try scientific commercials for Kay Kyser show, to start on NBC-TV Dec. 1. Dr. Roy K. Marshall, physicist and astronomer, understood signed to

(Continued on page 86)

Upcoming

Nov. 14-15: Kentucky Assn. of Broadcasters, Helm Hotel, Bowling Green, Ky.
Nov. 15-17: NAB Board Meeting, NAB Hdqrs., Washington.
Nov. 19-20: AWB District 13 Convention, Radio House, U. of Texas, Austin, Tex.
Nov. 21-22: NAB Dist. 8, Book-Cadillac, Detroit.
(Other Upcomings on page 49)

Bulletins

TEXAS Co., New York, for tenth consecutive year to sponsor ABC's Saturday afternoon broadcasts of Metropolitan Opera, starting Nov. 26 for 18 weeks. Kudner Agency placed contract covering more than 235 stations.

LEGAL FIGHT to obtain U. S. Supreme Court review of its action dismissing Arkansas tax appeal (see story page 23) should be first item on agenda of NAB board Tuesday, G. E. Zimmerman, KARK Little Rock, told BROADCASTING late Friday. Association should not let industry down, he said. KARK and KGHI Little Rock to ask highest court for reconsideration.

THIRD NARBA conference went into seven-day-a-week operation in effort to reach successful conclusion. Drafting groups met all day Friday, working out differences. Date of next plenary session not set (story page 25).

RESEARCH, BAB, REVAMPING OF NAB FACE BOARD

FUTURE status of Broadcast Advertising Bureau, plans for industrywide audience research project and status of NAB headquarters reorganization head list of topics facing board of directors at three-day Washington meeting starting Tuesday, NAB announced Friday [BROADCASTING, Nov. 7].

Audience measurement committee was to meet over weekend, starting Saturday. Board's finance committee scheduled Sunday and Monday meetings. Structure Committee meets today (Monday). NAB board holds joint dinner at Mayflower Tuesday evening with board of Motion Picture Assn. of America. Hosts are Justin Miller and Eric Johnston, presidents of two associations.

NARND AWARDS

ARTHUR STRINGER, NAB News Committee secretary, won Class I award for contribution to progress of radio news Saturday at NARND annual banquet in New York (see other stories on NARND, pages 29, 86). Class II award, to radio station with best record of community service in news went to WHAS Louisville, with honorable mentions to KNX Los Angeles and WMAQ Chicago. Class III award for outstanding TV news presentations went to WBAP-TV Fort Worth, with honorable mentions to WFIL-TV Philadelphia and WTMJ-TV Milwaukee.

Business Briefly

$250,000 DRIVE ● R. C. W. Enterprises, L... Angeles (rubber toy animals), to spend $25... 000 in current five-week nationwide campai... on 60 stations in 30 markets, using 10- and ... minute programs. Agency, Cowan & Wh... more, Los Angeles.

GILLESPIE APPOINTS ● Gillespie Varni... Co., Jersey City (Bull Dog paint remover... Gillespie paints), appoints H. W. Fairfax... Adv. Agency, New York, to handle its adver... tising. Plans to use television spots in East... James Fishel is account executive.

NEWS DEPARTMENT IS DIVIDED BY NBC

NEWS department of NBC split Friday as... latest step in reorganization of network (see... early story page 25).

William F. Brooks, vice president in charge... of news and special events, named vice president in charge of news and special events of... radio network unit. Francis C. McCall, former director of news and special events, appointed director of news and special events... for television organization. Adolph J... Schneider, former director of television news... and special events, named manager of operations of television news and special events department.

Sylvester L. (Pat) Weaver Jr., vice president in charge of television, said NBC's overseas news staff as well as news personnel at... owned and operated stations would provide... service for both radio and television organizations.

TBA ASKS IDEAS ON HOW FREEZE CAN BE LIFTED

TELEVISION BROADCASTERS Assn. preparing questionnaire for all TV licensees, CP... holders and applicants asking for suggestions... on getting FCC to lift freeze on new TV stations, Jack R. Poppele, of WOR New York... TBA president, said following board meeting... Thursday.

Questionnaire, now being drafted by Mr... Poppele and Will Baltin, TBA secretary-treasurer, asks whether TV broadcasters would like... to hold one-day meeting to discuss freeze lifting, which TBA board believes major problem... confronting TV today.

TBA board took no stand on color, holding... it to be matter of more concern at this time... to proponents of various proposed color systems than to video broadcasters. Annual TBA... membership meeting will be held in New York... Feb. 8, postponed two months from usual December meeting time to avoid conflict with FCC... hearings in Washington. Robert Coe, manager... of WPIX (TV) New York, elected to TBA... board succeeding G. Emerson Markham who resigned when he left WRGB (TV) Schenectady... to become NAB director of video.

This Is Why

KRLD

Is Your Best Buy

The May through September '49

HOOPER *Says:*

KRLD *is* FIRST

3 *out of* 5

in DALLAS

—here's the score:

KRLD is FIRST in

1: Week Day Morning: (Monday Through Friday) 8:00 AM - 12 Noon

2: Evening: (Sunday Through Saturday) 6:00 PM - 10:30 PM

3: Saturday Daytime: 8:00 AM - 6:00 PM

EXCLUSIVE
CBS
OUTLET
in
DALLAS - FORT WORTH

KRLD-TV *is almost here!*

Just two or three weeks to wait!
Check Branham for the final opening date!

50,000 WATTS DAY & NIGHT

BMB DAY 692,670 NIGHT 842, 560

KRLD

The TIMES HERALD *Station*
★ CBS ★

The Branham Company Exclusive Representatives

WIP Produces!

Example # 19

For an advertiser selling books at $3.98 WIP produced last month . . . but *good!* Prepared to spend up to $1.40 per order, the sponsor sold *plenty* of books at *less* than *$.60* per order. So of course he quickly changed his *four* week contract to *twenty-six!* What do *you* have to sell?

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Scotus Upholds Arkansas Station Tax
East Coast Business Good at Stations
Three-Unit Reorganization Starts at NBC
NARBA Agreement Remains Uncertain
A Public Servant by Radio—Standard Oil of Calif.
ANA, AAAA Urge Continuation of BMB
Better Training for Newsmen Needed— NARND
Luce Explains Timebuyers Dilemma
Richards Charges 'Censorship' in Brief
Aggressive Selling Needed In Radio OAB Hears
New Docket Hearing Dates Released

Telecasting Section and Index, page 51, 52

DEPARTMENTS

Agencies	16	News	78
Allied Arts	76	On All Accounts	70
Commercial	40	Open Mike	10
Editorial	38	Our Respects to	76
FCC Actions	70	Production	74
FCC Roundup	83	Programs	60
Feature of Week	20	Promotion	72
Management	40	Radiorama	76
Network Accounts	12	Technical	82
New Business	12	Upcoming	69

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

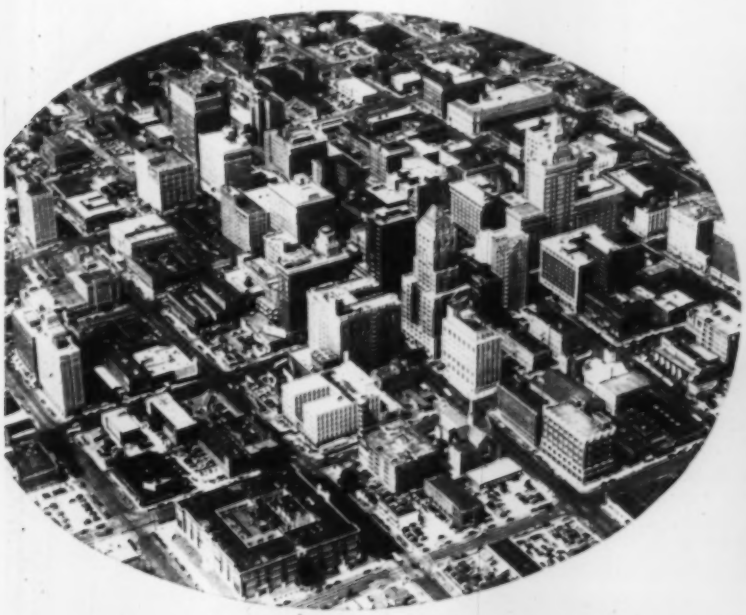
Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year. 25c Per Copy

SUNNY SPOT IN THE SOUTHWEST!

At a time when many cities in the country, including representative ones in the Southwest, are experiencing a "leveling-off" reaction in business, TULSA remains in the PLUS COLUMN, according to latest figures released by the U. S. Department of Commerce on total retail trade. Advertising dollars placed in Tulsa with the Southwest's most potent advertising medium — KVOO — is not an "expenditure" or an "experiment." It is a SOUND INVESTMENT!

Year In, Year Out, Advertisers Know They Can Always Count on KVOO!



TULSA — OIL CAPITAL OF THE WORLD

Total retail trade for the first eight months of 1949, as compared with the same period last year, shows TULSA to be the SUNNY SPOT IN THE SOUTHWEST! The following figures, percentage change in sales, were furnished by the United States Department of Commerce in its "Monthly Retail Trade Report," released September 27:

AUSTIN	— 1
DALLAS	— 5
FORT WORTH	— 1
HOUSTON	0
OKLAHOMA CITY	(not reported)
SAN ANTONIO	— 3
TULSA . . .	**+ 2**

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

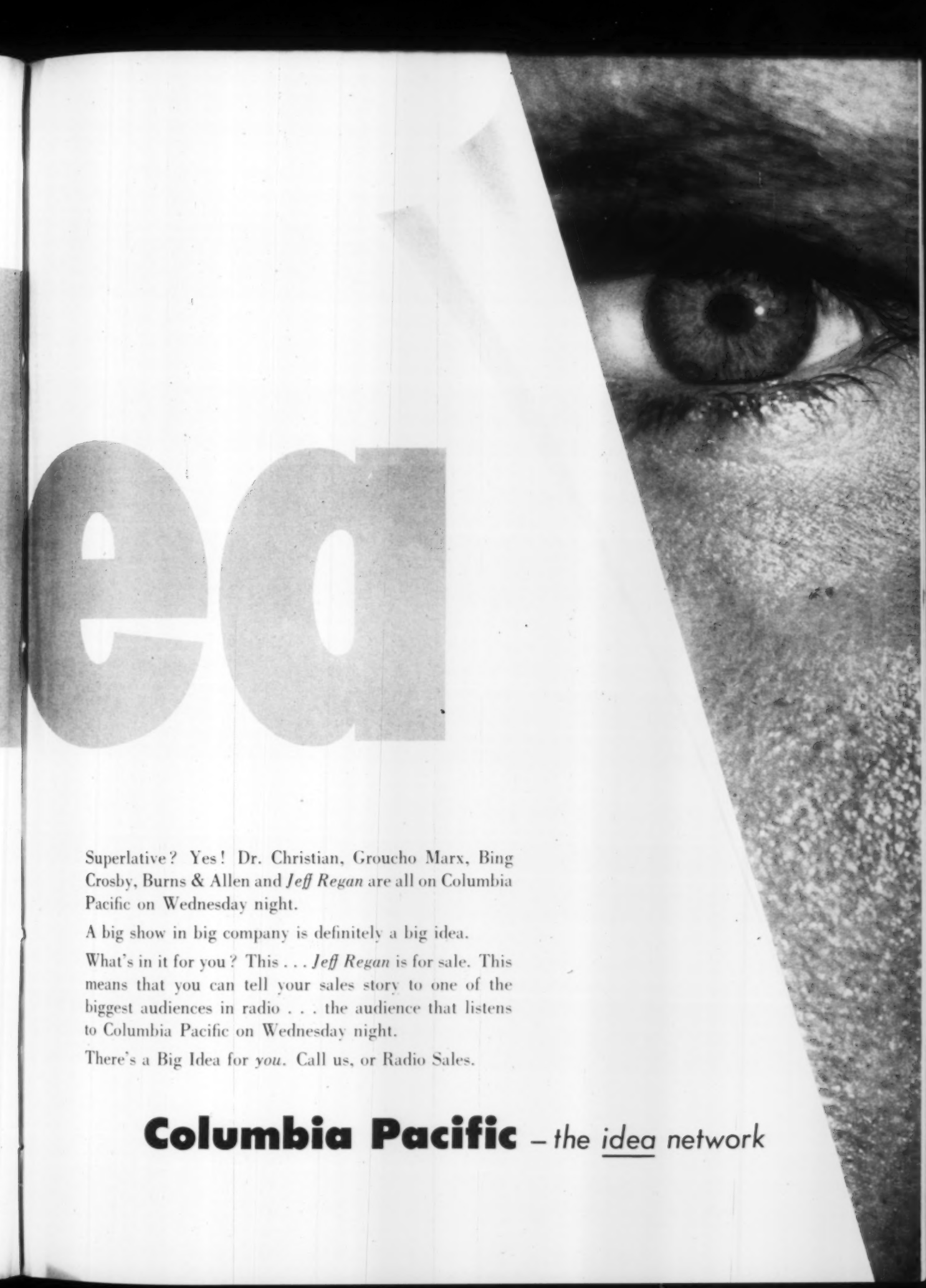
50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

What's the big

Here's a big idea that gets big listening. Take a spine-chilling Columbia Pacific mystery show. Give it the advantage of Columbia preparation and production. Then put it in a sequence of shows that defies competition.

That's what we've done with *Jeff Regan* . . . a new Columbia Pacific thriller with enough polish and punch to rate a place in Columbia's superlative Wednesday evening line-up.

XUM



Superlative? Yes! Dr. Christian, Groucho Marx, Bing Crosby, Burns & Allen and *Jeff Regan* are all on Columbia Pacific on Wednesday night.

A big show in big company is definitely a big idea.

What's in it for you? This . . . *Jeff Regan* is for sale. This means that you can tell your sales story to one of the biggest audiences in radio . . . the audience that listens to Columbia Pacific on Wednesday night.

There's a Big Idea for *you*. Call us, or Radio Sales.

Columbia Pacific – *the idea network*

XUM

Prudential's Radio Story

EDITOR, BROADCASTING:

Everyone here—me especially—has been enormously pleased with the accuracy and thoroughness with which you covered the Prudential radio story in your Oct. 31 issue.

I understand that the folks at the Prudential are also pleased. . . .

Mike Carlock
Vice Pres. Benton & Bowles
New York

* * *

Blue Book Boy

EDITOR, BROADCASTING:

Thanks very much for the wonderful ad contained in your editorial of Nov. 7, 1949. BBDO could not have done a better job. And I get it free! The Law Bureau dominates the Commission and I dominate the Law Bureau! What more could a broadcaster expect of his lawyer.

I have always suspected that your past attempts to kick me downstairs were merely coy demonstrations of your affection.

But as a long-time opponent of extravagant advertising claims, I should be consistent even where I am the beneficiary. I am afraid that the true situation is more nearly as follows:

This Blue Book Boy has stopped
blowing his horn,
The sheep follow Justin, TV's full
of corn.
But from the Blue Book Boy you
hear nary a peep.
He's turned off his radio and gone
sound to sleep.
But it's cheering to learn from your
pages complete,
Though the Commission's less
eager to bait or browbeat,
That the horn is not broken and
that Harry and Ben,
And the rest of the lawyers, to
your great chagrin,
Can still sound a note when the
occasion arises
That causes alarm and even surprises,
To those who had hoped the Blue
Book was all white,
And that Wayne and his fellows
would all say goodnight,
To public interest and convenience
too,
And the things that once trouble
this Little Boy Blue.

Assuring you that your affection for me is fully reciprocated, I remain, as ever,

Your Blue Book Boy,
Clifford J. Durr
1625 K St.
Washington, D. C.

[EDITOR'S NOTE: The above communication was inspired by the editorial "What Makes FCC Run?" [BROADCASTING, Nov. 7]. It appears as it left in OPEN MIKE as is possible under makeup limitations. To uninitiated readers let it be known that Mr. Durr served on the FCC from 1941 until 1948; that he fostered many projects, which, to this editor, seemed geared toward government ownership and operation of radio.]

* * *

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Thanks From NARSR

EDITOR, BROADCASTING:

Please accept my sincere thanks and genuine appreciation for the generous space you devoted to the picture and story about the NARSR Spot Radio Estimator in the Monday, Oct. 31, issue of BROADCASTING. Believe me, every member of NARSR is aware of and equally appreciative of this support of the project.

Your support seems to me to be typical of the help and encouragement that you have given similar projects designed to improve the business of broadcasting and increase the use of broadcast advertising. All of the members of NARSR are conscious of this important role that BROADCASTING plays in the everyday business of radio. What's more, we have seen that role enlarged and increased as the years went by. And it makes us proud of you and BROADCASTING.

Lewis H. Avery
Avery-Knodel Inc
New York

* * *

Questions FM to Cuba

EDITOR, BROADCASTING:

Were it not for the seriousness of the NARBA situation, those of us who have pioneered the difficult development of FM broadcasting in this country would regard with much amusement the proposition set forth in your last issue [Nov. 7] under CLOSED CIRCUIT, that Cuba turn to FM (as a solution of the U. S. AM's interference problem) and that "something akin to lend lease be devised whereby our manufacturers would provide necessary transmitters and receivers for export."

For your information let me say that over six months ago a private "lend lease" offer of a 10 kw FM transmitter was made by me for use in Cuban broadcasting. To date the offer, although still open, has not been accepted.

With a relatively small part of the manufacturing industry in the United States engaged in filling the unlimited market for inexpensive (and genuine) FM receivers in this country, can anyone seriously believe that "lend lease" would pry

(Continued on page 48)

There's peak prosperity among the 1,202,612 farm folks in WIBW-land. For the eighth consecutive year, barns, cribs, and granaries are overflowing. Guaranteed prices assure enviable profits. Wheat, for example, is 30% higher than its 10-year average.

Kansas and adjoining states offer you everything you could hope for in a market. And, as always, WIBW is the most powerful, personalized selling influence you can possibly use to reach these eager-to-buy farm families. Let us prove it by building increased distribution . . . brand preference . . . and MORE SALES FOR YOUR PRODUCT.

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

IT'S ABOUT TIME

THAT RADIO COUNTED THE ENTIRE HOUSE

Radio ratings until now have measured *only* the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time *all* out-of-home listening in a community has been measured—*PULSE has done it for New York!*

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the TOTAL MEASURE OF THE RADIO AUDIENCE!

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, *additional* value in *certain* times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim *full* credit for its total audience—*out-of-home* as well as at-home.

Write for your copy of the detailed findings of the *first* comprehensive measurement of the radio audience—"Report No. 1 TOTAL RADIO LISTENING IN THE NEW YORK AREA."

WNEW

1130 ON YOUR DIAL

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.

NOW MIAMI'S
One of Dixie's Key Markets

With Dade County's (Miami's immediate trading area) population in excess of 500,000...you can't look at Miami as you did in 1940. You gotta' view it as a fast growing market, with normal, year-round activity...*plus* a tremendous influx of tourists* and new home seekers. Yessir, Miami's grown up...and takes its place among the Key Markets in the South!

To be sure of your quota of sales in this expanding, solid Key Market...get in it and stay in it! And, the deeper you dig into the facts and figures, the more sure you are to choose WIOD to air your wares and services. For detailed information, check with our Rep...

George P. Hollingbery Co.

WIOD
FIRST IN MIAMI

* Tourist inquiries September '49 up more than 15% over 1948!

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

BUSINESS *is* GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

5th in March
8th in April
6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month *every* month. Business is *UP* 4½% over the same period in 1948!

WDBJ is a *preferred* medium in a year-'round *preferred* market! Ask Free & Peters!

* Rand-McNally
** Sales Management

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., *National Representatives*

New Business

P. DUFF & SONS Inc., Pittsburgh (ready-to-bake mixes), appoints Ta Bates Inc., to handle advertising, effective Jan. 1. Firm now us radio spots in various areas.

BLOCK DRUG Co., Jersey City, N. J. (Ammident dentrifice), appoints Ba Adv. Agency Ltd., Toronto, to handle advertising in Canada effective Jan.

MIDWEST STORES, Chicago cooperative of 500 independent food sho sponsoring *Shopping is Fun* on WBKB (TV) Chicago Friday, 9:30 to 10 a. CST (started Nov. 11). Agency, Presba, Fellers & Presba, producer, Serv Unlimited, both Chicago.

WASHINGTON STATE ADV. COMMISSION re-appoints Mac Wilkins, Cole Weber, Seattle, to handle account until January 1951 [BROADCASTING, June 2 Aug. 22]. **Lee Jacobi** is account executive. Radio used on regional spot bas

MARY ELLEN'S JAMS AND JELLIES names Jewell Adv., Oakland, Calif., handle account. Radio included.

ADLER SHOES FOR MEN, New York and New Jersey chain, sponsoring 194 1950 season college and professional basketball games on WMGM New Yor Agency: The Frederick-Clinton Co. New York.

W. T. GRANT Co., Syracuse, N. Y. (department store), Nov. 11 began *What New at Grant's* Fri. 8:45 p.m. on WHEN (TV) Syracuse. New product fashion trends, store employes featured on show.

MINNEAPOLIS BREWING CO., through BBDO New York, will sponsor tele casts of 16 basketball games of the World Champion Minneapolis Lakers behalf of Grain Belt Beer. Games will be telecast on WTCN-TV Minneapol

LOUIS MILANI GOODS Inc., Los Angeles, to introduce new seasoning produ Charcol-It, starts eight-week test campaign on four Los Angeles televisi stations: Two weekly film spots on KTT (TV), KECA-TV, KNBH (TV), an five participations weekly on KFI-TV. TV is in addition to 30 spots week on four am stations: KNX KFWB KLAC KMPC. Agency: Jordon Co., L Angeles.

UNITED FLORISTS TRADES Inc., representing 1,104 growers, 898 retaile and 52 wholesalers, conducting campaign on "take-home specials" of $1.50 $2 bouquets and $1 to $1.50 corsages. Ruthrauff & Ryan, New Yor group's agency in New York area, has scheduled announcements on hal dozen Manhattan stations.

BEST FOODS, New York (Nucoa margarine), preparing extensive spo announcement campaign, using about 20 spot weekly for 10 to 12 weeks California only, starting Nov. 21. Agency: Benton & Bowles, New York.

JOSEPH SCHLITZ BREWING Co., Milwaukee, names International Divisio of Young & Rubicam, New York, to handle export advertising.

THROWSTERS GROUP of National Federation of Textiles names H. B. La Quatte Inc., New York, to promote use of twisted nylon in women's hosier Mary Margaret McBride, used on WNBC New York and on WGN Chicag when she broadcasts from that station.

JUDD WATER HEATER Co., Oakland, launches campaign to plug its ne Clothes Line Caddy, aid for housewives. Radio will be used on national scal Agency: Garfield & Guild, San Francisco.

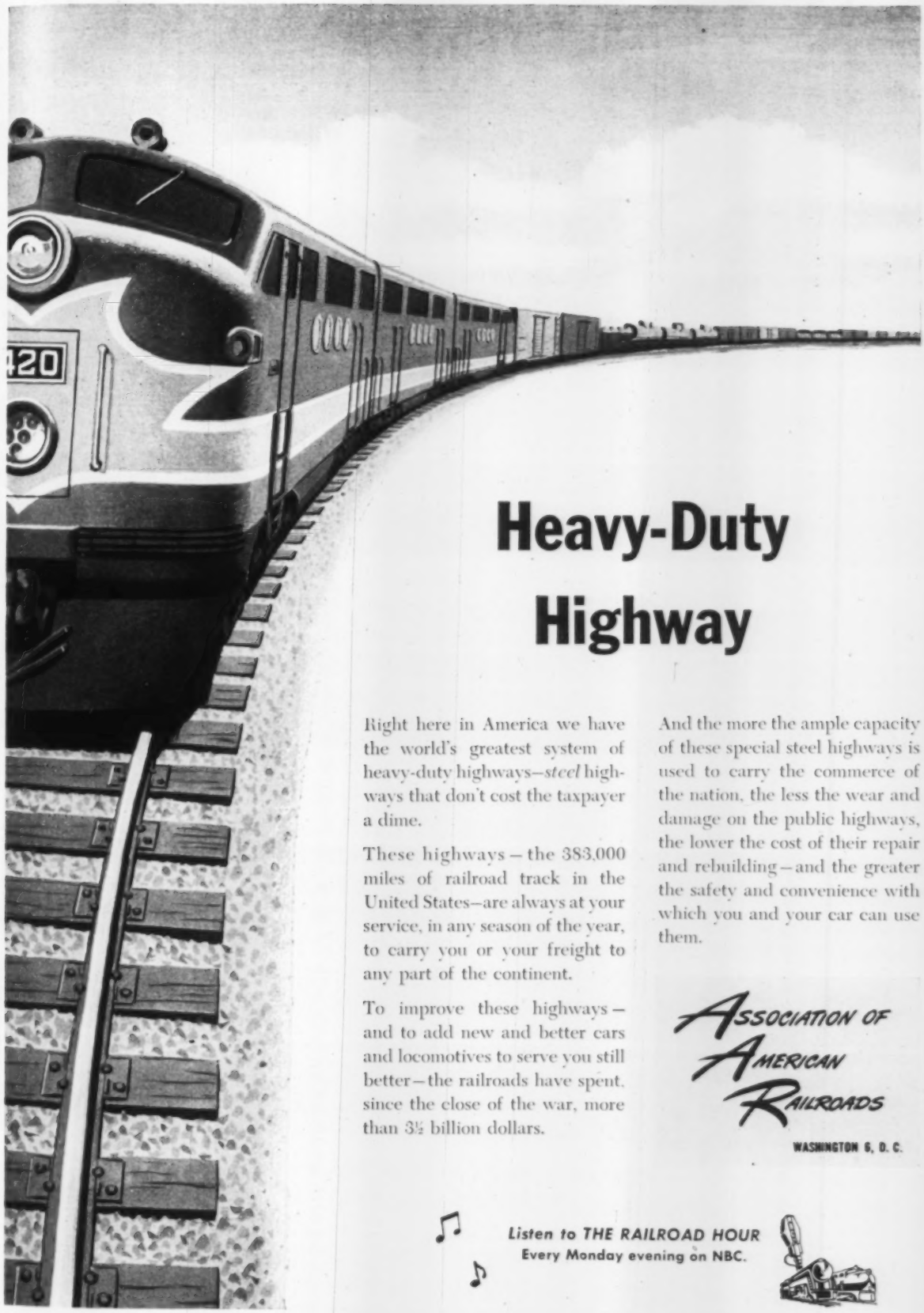
ROCHESTER GAS & ELECTRIC Co., Rochester, N. Y., signs for Sun. 6-6:2 p.m. Telenews-INS weekly news review on WHAM-TV Rochester effecti Dec. 18.

SHONTEX Co., Santa Monica, Calif. (hair dressing, shampoo), increases its radio spot schedule to 21 markets with addition of six western and southweste markets including KOL Seattle, KPOJ Portland, KJBS San Francisco, KSD San Diego, KFI Los Angeles, KEPO El Paso. Agency: Associated Adv., L Angeles.

MARS Inc., Chicago (candy), renews Monday segment of *Howdy Doody* (fiv a week, 4:30 p.m. CST) on NBC-TV for 26 weeks from Dec. 5 through Gra Adv., same city.

Adpeople • • •

HARRY DEINES, former vice president of Fuller and Smith and Ross, Chicag appointed advertising and sales promotion manager of Westinghouse Electri Corp.



Heavy-Duty Highway

Right here in America we have the world's greatest system of heavy-duty highways—*steel* highways that don't cost the taxpayer a dime.

These highways—the 383,000 miles of railroad track in the United States—are always at your service, in any season of the year, to carry you or your freight to any part of the continent.

To improve these highways—and to add new and better cars and locomotives to serve you still better—the railroads have spent, since the close of the war, more than 3½ billion dollars.

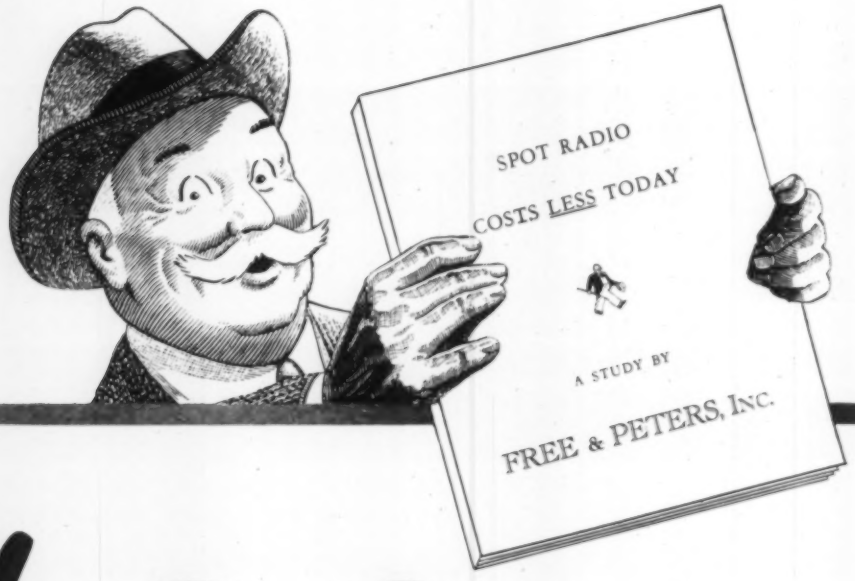
And the more the ample capacity of these special steel highways is used to carry the commerce of the nation, the less the wear and damage on the public highways, the lower the cost of their repair and rebuilding—and the greater the safety and convenience with which you and your car can use them.

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR

Every Monday evening on NBC.



Yes, Spot Radio does cost less today! This new Free & Peters study tells how and why—gives analyses of radio values that you'll find deeply interesting. Write or phone for your copy, now!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

WMT always gets down to Colfax (IOWA)

The cold facts are these: Colfax and 1058 other communities in WMTland (within our 2.5 mv line) add up to a potential market of 1,121,782 people in the heart of the richest farming area in the world. Iowa's 1948 per capita income increased more than that of any other state. WMT's 600 kc signal gets down to Colfax—and out to all of WMTland—with a wallop that makes listening easy.

The warm fact is that WMT's programming makes listening easy and desirable. Exclusive CBS outlet for the area, WMT offers a loyal audience and a rewarding audience to advertisers who want results from their radio dollars. The Katz man has full details.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Agencies

HOLLY MOYER, formerly with John Blair & Co., Hollywood (radio representative), and before that salesman with KNX Hollywood, joins Raymond Keane Adv., that city as director of radio and television.

LUTHER BRIDGMAN, formerly with Kudner Agency, New York, joins William Esty Co., New York, as assistant to **STANLEY LOMAS,** television production chief. He will head film division of television department.

HOWARD G. BARNES, radio-TV director of Dorland Inc., New York agency, elected vice president in charge of same departments. He has been with agency for 18 months.

DAVID OLEN, formerly operator of his own Los Angeles agency, joins Abbott Kimball of California, same city, as account executive. Other agency changes include naming of **BLANCHE GRAHAM,** formerly in outdoor traffic department, as media director, replacing **BOB RICHARDS,** resigned.

Mr. Barnes

L. C. COLE Co., San Francisco, moves to new and larger quarters at 503 Market St., where agency will occupy entire floor.

RAY MOUNT ROGERS, account executive with Ruthrauff & Ryan, San Francisco, is the father of a boy.

JOHN WOLCOTT, in charge of market research for Neal D. Ivey Co., joins Gray & Rogers Adv., both of Philadelphia, as research director.

WILLIAM L. NEWTON, formerly with General Foods and Seagram Distillers Corp., joins Geyer, Newell & Ganger, New York, as group merchandising executive.

JOHN D. FITZGERALD, former account executive at CBS-TV and before that with Compton Adv., New York, joins Alley & Richards, also New York, in similar capacity.

MARION KUSHNER, formerly with the Reiss Adv. copy department, joins copy staff of Robert W. Orr, New York.

BETTINA L. GORFINKLE, divisional advertising manager at Abraham and Strauss, New York, for five years, joins W. B. Doner & Co., Chicago, as account executive and fashion coordinator.

MARILYN WILZBACH, formerly with WLW Cincinnati in charge of traffic, joins Brisacher, Wheeler & Staff, Los Angeles, in similar capacity.

VIVIAN McGAUGHY GARDNER, formerly with CBS New York and head of radio department of Gila Junior College, Thatcher, Ariz., joins the Nelson Cheesman Co., Chattanooga, Tenn., as script writer and program director.

HANNA E. SAYERS, formerly with Provident Life and Accident Insurance Co., joins agency's copywriting and production staff.

BYRON W. REED elected vice president of Bozell & Jacobs Inc., Omaha, in charge of public relations and publicity. Prior to joining agency in 1938, he was on editorial staff of *Omaha World-Herald* and *Bee-News*. In 1947 he accompanied Msgr. Edward J. Flanagan to Japan and Korea to study youth welfare problems on War Dept. mission.

Mr. Reed

E. P. (Ted) NEWLIN, formerly with WWSW and WPGE Pittsburgh, joins Russell Pratt Adv., Pittsburgh, as account executive.

BRUCE BARTON, BBDO board chairman, will head publicity committee for Salvation Army's "70th Anniversary Appeal." He was originator of group's world-famous slogan, "a man may be down but he's never out."

EDDIE GOULD, former radio director of McConnell, Eastman & Co., Toronto, joins Muter, Culiner, Gould & Frankfurter Ltd., Toronto, as radio director. He is replaced at McConnell, Eastman & Co., by **BOB ARMSTRONG,** formerly of sales department of H. N. Stovin & Co., Toronto, station representative firm. Changes are effective Nov. 15.

HOWARD L. CORDERY, formerly executive producer and head of TV at Nasht Productions, New York, appointed television producer and assistant to TV Director **EDWARD WHITEHEAD** at Marschalk & Pratt, New York agency.

HAROLD HARTOGENSIS, account executive of Olian Adv., elected vice president of McMahan-Horwitz Co., St. Louis.

Radio Sells . . .

Likewise, WGN has proven a result getter for its advertisers. Here's what one of them told us: ". . . We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well-qualified leads." Another wrote: "WGN has always been one of the most outstanding stations on our schedule." ". . . I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders."

These are just two among many testimonials to WGN's sales effectiveness. That's why we say . . .

Whether You Sell . . .

▼

Lanolin lotions n' lingerie for lovely ladies n' lasses . . . lamb loins for lean lunches . . . looms for looming linen lace . . . lariats for lassoing loping, lowing livestock . . . leather luggage . . . laminated lumber laths . . . lilacs n' lilies for landscaping lawns . . .

▼

Light lager for leisurely lapping . . . loans for luckless laborers liable for liabilities . . . licorice lozenges . . . lilting lullabies for lulling loud, lusty-lunged little-ones . . . lemon for luscious lobster . . . lithographed letterheads . . . life lines for lake launches . . .

▼

Luxurious limousines for lecturing, lobbying legislators . . . lollipops for little lads' licking . . . levers for lifting large loads . . . literary library leaflets for lawyers launching lawsuits . . . lenses for lessees looking at landlords' leases . . . better buy radio . . .

Better Buy WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

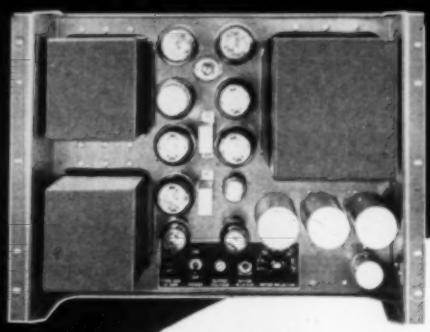
A Clear Channel Station . . .
Serving the Middle West

WGN

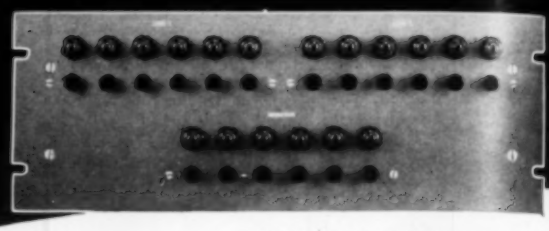
MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



Regulated Power Supply (Heavy-Duty) WP-33B. Provides well-regulated d-c voltage at loads of 200 to 600 ma. Adjustable output, 260 to 295 volts. Voltage variation, less than 0.2 volt between minimum and maximum load.

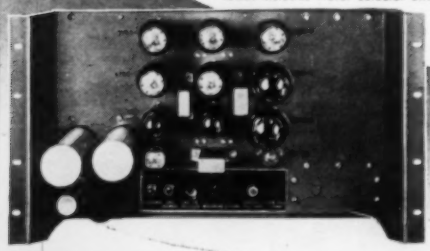


Switching Panel, TS-1A. A convenient way to switch any one of 6 different input video signals to TV transmitter, or to local and remote monitors.

Everything in

Regulated Power Supply, TY-25A. Provides well-regulated d-c source at loads from 200 to 300 ma. Output is adjustable between 260 and 290 volts. Less than 0.5% variation between minimum and maximum load.

Regulated Power Supply, 580-C. Output adjustable between 260 and 295 volts—at 50 to 400 ma. Less than 0.25-volt variation between min. and max. load. Includes meter selector switch and meter jack.



Current Regulator, M1-26090. Maintains constant current in focus coil of Studio Camera TK-10A. Current can be adjusted over a range of 65 to 85 ma.

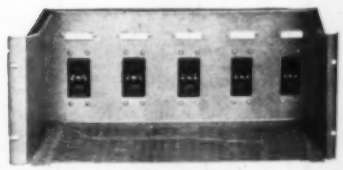
Power Relays M1-26761. Provides remote power switching in conjunction with Power Control Panel M1-26251. Includes 5 separate power relays.

Stabilizing Amplifier Control, M1-26250. Includes three potentiometers. Controls: (1) picture gain; (2) picture clipper; (3) sync level in stabilizing amplifier.

Elapsed Time Indicator, M1-26760. Provides constant record of "hours on" life of tubes, etc. Includes 5 individually-operated counter indicators driven by synchronous motors.

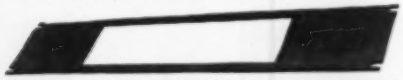
Sync Generator Phasing Control, M1-26249. Provides for phasing one of two local synchronizing generators with one remote synchronizing generator.

Sync Generator Switch, M1-26285. Used to switch outputs of either of two sync generators over to studio equipment. One selector for all 5 signals (horizontal, vertical, blanking, sync, and CRO sync).

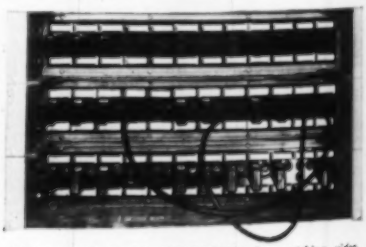


Circuit Breaker, M1-26240. Designed as main switch breaker between power line and TV studio equipment. Accommodates up to 5 breakers (choice of breakers available, extra).

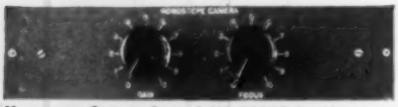
Relay Receiver Control, M1-26247. Controls video gain and receiver tuning. Includes 2 potentiometers, AFC "on-off" switch, tally light, and telephone jack.



Panel Adapter M1-26254. Enables you to mount control panels (shown in left column and below) in any standard rack.

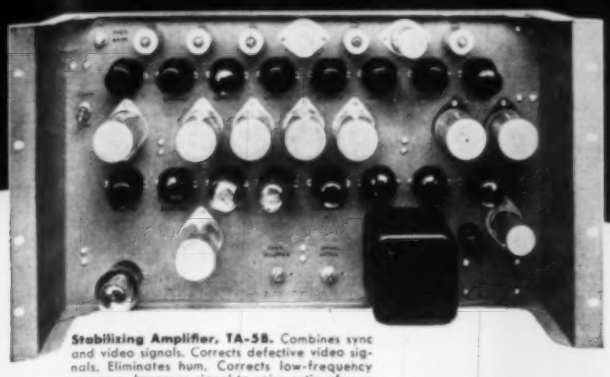


Video Jack Panel, M1-26245. For patching video and or sync signals. Includes 12 groups of coaxial jack assemblies (3 per group). Video jack plugs and cords, extra.

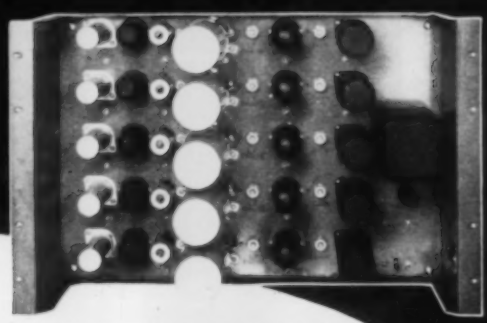


Monoscope Camera Control, M1-26248. Provides remote control of video gain, and focus of monoscope camera. Includes 2 potentiometers wired to terminal board.

Power Remote Control, M1-26251. Operates up to 5 power supplies through 120-volt relays. Has 5 "on-off" toggle switches and 5 tally lights.

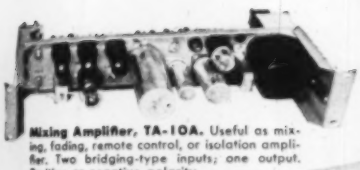


Stabilizing Amplifier, TA-5B. Combines sync and video signals. Corrects defective video signals. Eliminates hum. Corrects low-frequency response. Improves signal-to-noise ratio of sync signals.



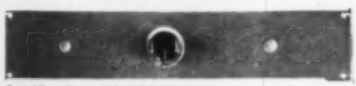
Distribution Amplifier, TA-1A. Well-suited for use as: (1) video and sync signal mixer, (2) isolation amplifier, or (3) for feeding video or pulse signals from a single source to separate outlets.

n Rack-mounted Units for TV stations

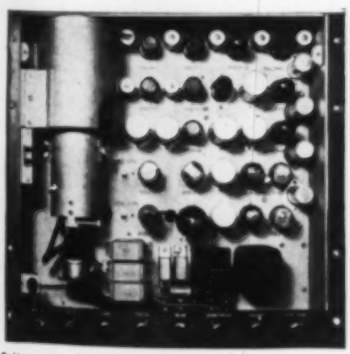


Mixing Amplifier, TA-10A. Useful as mixing, fading, remote control, or isolation amplifier. Two bridging-type inputs; one output. Positive or negative polarity.

Projector Change-Over MI-26321. Designed for starting, stopping or simultaneous changeover of light and sound in 16- and 35-mm film programming. Handles two projectors in any combination (16mm or 35mm).



Sound Equalizer, MI-26313. Provides proper frequency compensation of 16-mm sound reproduction. Compensator network tilts frequencies above 1000 cps in 2-db steps. Panel and Shelf (MI-26581), available extra.



Self-contained Monoscope Camera, TK-1A. Ideal video signal source of known quality for testing: station systems, video amplifiers, picture tubes, TV receivers. Pattern shows scanning symmetry, vertical and horizontal resolution, shading, contrast, and brightness.

. . . control panels, amplifiers, projector changeover, switch panels, relay and indicator panels, power supplies, circuit breakers, jack panels

Here is your answer for ready-to-operate units that can be installed wherever you need them.

All units are identical in design and construction to those used in RCA's regular station-proved TV Broadcast Equipment—and are built with the same high-quality components. Units are built on recessed, or "bathtub" type chassis. Tubes and components are within handy reach. Controls are centralized and clearly marked.

Representing the most comprehensive line of rack-mounted TV equipment in the industry, these carefully engineered units can readily be mounted in enclosed-type racks or in standard open-type racks. Many types can be mounted conveniently in RCA console-type housings.

• • •

RCA rack-mounted units are being used in practically every television station in the country. For information about any one of them . . . or the entire line . . . simply ask your RCA Broadcast Sales Engineer. Or write Department 19KB, RCA Engineering Products, Camden, New Jersey.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

for profitable selling
INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
WGAL-TV
LANCASTER
PENNSYLVANIA

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · San Francisco · New York · Chicago

STEINMAN STATIONS

Feature of the Week

Working on Taystee campaign are (l to r) Messrs. Bagge and Beeman; Marion Reuter, Y&R timebuyer, and Mr. Bowman.

* * *

PURITY BAKERIES Corp., Chicago, has launched its "biggest radio program promotion in years" with *Bill Ring Time* on its own four-station "Taystee Texas Network."

On behalf of Taystee Bread, Young & Rubicam, Chicago, worked with the client to hypo sales in the southwest quickly and secretly because of heavy competition in the bread business. Phil Bowman, agency radio director, and Otis

(Continued on page 34)

On All Accounts

BEULAH ZACHARY, producer of *Kukla, Fran & Ollie* confesses having a split personality—a direct result of her continual swing-shift between two employers, J. Walter Thompson and N. W. Ayer agencies, Chicago.

Always a "disorganized character," Beulah nevertheless displayed rationality in her hometown of Brevard, N. C. (pop. 2,500). Born and reared there (a summer resort snuggled between the Blue Ridge and Smoky Mountains), she grew up as a "typical Southerner." Surrounded by mother, sister and brother, she romped through nearby wheat fields, public schools and childhood complications.

Other than wanting to play basketball and become high school valedictorian (she achieved both), her only goal was "not to be a school teacher." This inclination clung through semesters at Salem College, Winston-Salem, N. C.

Four years later she received her A.B. degree in English and history. She returned home to ponder her future. It developed into five years of teaching seventh-grade. Her explanation: "I was drafted by the superintendent of schools, a friend of the family who lost that status!"

Rugged individualism glimmered through as she established a little theatre group. Designing and constructing props from orange crates, luring mill children to the footlights and beyond, and imbuing amateurs with a sense of drama encouraged her enrollment as a student at the Mohawk Drama Festival, conducted by Charles Coburn.

BEULAH

The festival was an annual summer feature at Union College, Schenectady, N. Y., and Beulah spent four summers there—two years as a student production assistant and two years as paid stage manager at the professional theatre, which brought stars like Cornelia Otis Skinner and Walter Hampden from Broadway.

Learning "old school theatre," with its cardinal rule against persons coming late to rehearsal, Beulah transfers that preciseness and

(Continued on page 67)

For...
complete coverage

...look to WHTN

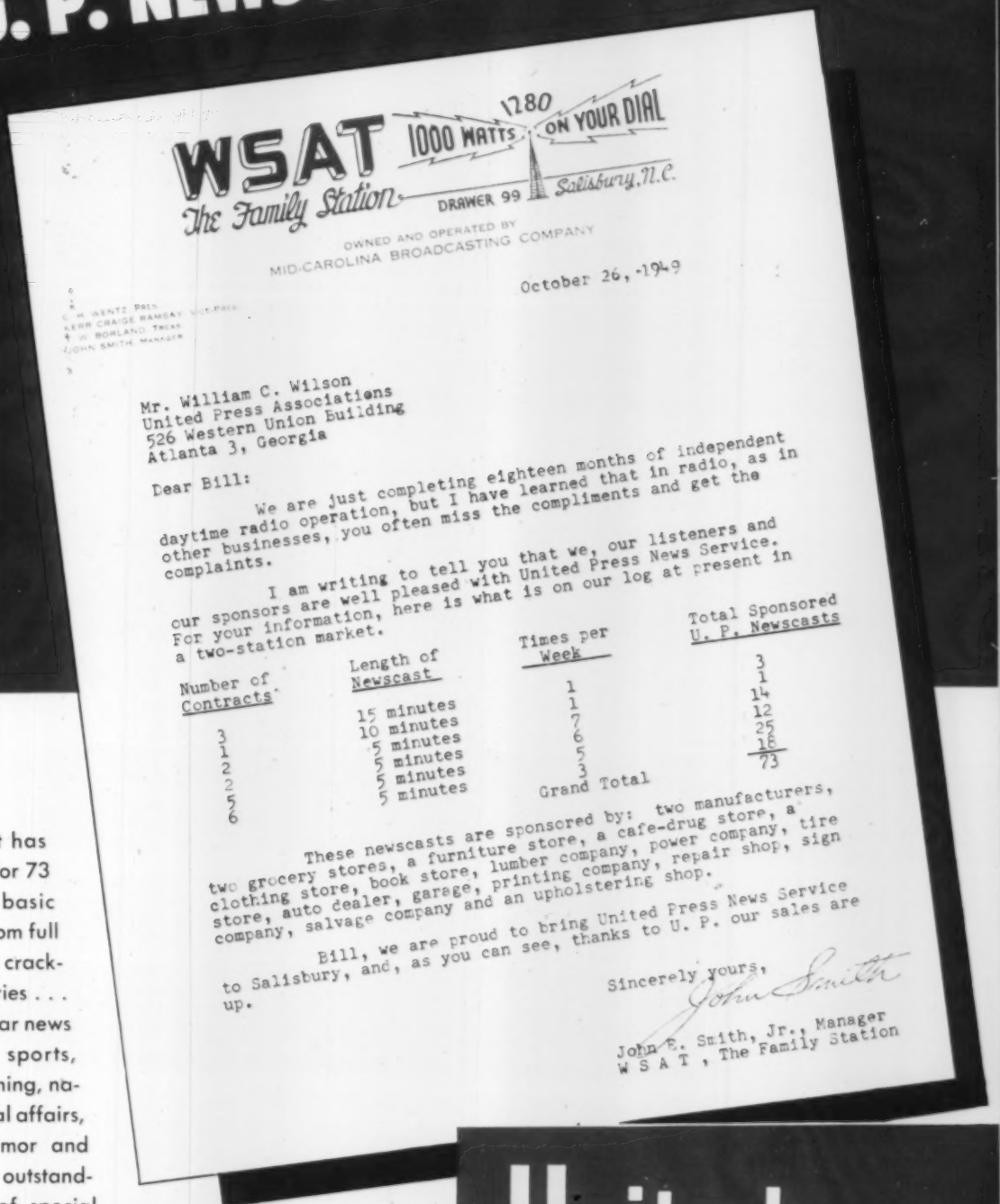
WHTN's .5 mv/m contour wraps up the rich Huntington market better than *any other station,* regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...$300,000,000 in retail sales...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION
AM WHTN FM
800 KC · 1,000 WATTS · 100.5 Mc · 50,000 WATTS

HUNTINGTON, W. VA.

For availabilities rates and other information, wire, write or phone
Pace-Wiles, Inc., Advertising
Huntington, West Virginia
National Representatives

One STATION 73 U. P. NEWSCASTS SPONSORED



WSAT 1280 ON YOUR DIAL
1000 WATTS
The Family Station
DRAWER 99 Salisbury, N.C.
OWNED AND OPERATED BY
MID-CAROLINA BROADCASTING COMPANY

October 26, 1949

C. M. KENTZ, Pres.
KERR CRAIGE RAMSAY, Vice-Pres.
J. W. BORLAND, Treas.
JOHN SMITH, Manager

Mr. William C. Wilson
United Press Associations
526 Western Union Building
Atlanta 3, Georgia

Dear Bill:

We are just completing eighteen months of independent daytime radio operation, but I have learned that in radio, as in other businesses, you often miss the compliments and get the complaints.

I am writing to tell you that we, our listeners and our sponsors are well pleased with United Press News Service. For your information, here is what is on our log at present in a two-station market.

Number of Contracts	Length of Newscast	Times per Week	Total Sponsored U. P. Newscasts
3	15 minutes	1	3
1	10 minutes	1	1
2	5 minutes	7	14
2	5 minutes	6	12
5	5 minutes	5	25
6	5 minutes	3	18
		Grand Total	73

These newscasts are sponsored by: two manufacturers, two grocery stores, a furniture store, a cafe-drug store, a clothing store, book store, lumber company, power company, tire store, auto dealer, garage, printing company, repair shop, sign company, salvage company and an upholstering shop.

Bill, we are proud to bring United Press News Service to Salisbury, and, as you can see, thanks to U. P. our sales are up.

Sincerely yours,
John Smith

John E. Smith, Jr., Manager
W S A T , The Family Station

● The U.P. service that has brought WSAT sponsors for 73 newscasts includes 26 basic news programs a day, from full 15-minute roundups to crackling 30-second summaries . . . plus more than 20 regular news features devoted to sports, women's interests, farming, national and international affairs, science, business, humor and human interest...plus outstanding other features of special seasonal and topical attraction. Your nearest United Press bureau is ready to supply details.

United Press

COMPARE

COST PER THOUSAND **HOMES**
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR ALL CLEVELAND REGIONAL NETWORK STATIONS

6:00 - 6:10 P.M.	WHK	NET. B	NET. C
HOOPERATING AVERAGE (1.)	5.3	6.2	5.1
HOMES Primary Area (2.)	952,244	874,385	705,393
HOMES Reached Daily (3.)	50,469	54,212	35,975
COST FOR 10-MINUTE PROGRAM (Max. Discount)	$60.75	$91.13	$72.04
COST PER THOUSAND HOMES	$1.18	$1.68	$2.00

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT THE "6:00 P.M. NEWS"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49

(2) Based on coverage patterns on file with the FCC: and Homes, Sales Management Survey of Buying Power, 1949

(3) Projected rating for primary area

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 20 WASHINGTON, D. C., NOVEMBER 14, 1949 $7.00 A YEAR—25¢ A COPY

RADIO TAX THREAT

SCOTUS Upholds Ark. Station Assessment

The legal gates were thrown wide open last week for a nationwide flood of city taxes on radio stations and their salesmen.

This action came in the form of a terse U. S. Supreme Court ruling which in effect upholds the Little Rock, Ark., $250 annual tax on generation of radio waves and its $50 tax on solicitors of local advertising. The court did not bother to issue an opinion.

Only a reversal of its own action by the court can halt cities everywhere from trying to levy business license and privilege taxes on broadcasters. Judicial guinea pigs in this critical battle are KGHI and KARK Little Rock.

S. C. Vinsonhaler, general manager of KGHI, told BROADCASTING the law firm of Bailey & Warren, Little Rock, representing the two stations in the case, would mail a petition for reconsideration to the Supreme Court today (Monday). Bruce T. Bullion, of the firm, is handling the case.

NAB will definitely take part in the rehearing either as *amicus curiae* (friend of the court) or by joining in preparation of the stations' brief.

The case was described as perhaps the most important tax decision in the radio annals. Its implications may be felt by other industries. Of special importance to broadcasters is the possible effect on the Fisher's Blend (KOMO Seattle) decision of the U. S. Supreme Court, bulwark of legal protection against efforts to break down radio's interstate character.

See One Hope

One slight ray of hope appeared as attorneys studied the highest court's dismissal of an appeal (Vinsonhaler, et al, appellants v. Beard) from a decision of the Arkansas Supreme Court [BROADCASTING, May 30], filed last summer. This hope centered in the lone supporting citation accompanying the one-sentence dismissal, "for want of a substantial Federal question."

The court's citation, curiously, was a 60-year-old decision, Crutcher v. Kentucky, 141 U. S. 47, which the stations themselves had cited in a Supreme Court brief supporting their claim that the tax is unconstitutional. Attorneys who read this old decision, after the U. S. court cited it, noted that it held to be unconstitutional a tax on a company incorporated in another state and doing business in Kentucky because the company was an instrument of interstate commerce.

Suggestion was made that the highest court might have erred. Because of its crowded calendar, the court often dismisses appeals on the basis of briefs written by their clerks. The present action, it was presumed, was one of a long list of findings reached during a conference of the judges. With its pressure of business, and the court's physical inability to hold hearings on all the important cases submitted to it, this expedited procedure is required, increasing the chance of error.

Little Rock's tax officials were on the alert, submitting tax bills Thursday morning. The bills were drawn up the day after the court handed down its decision. In the case of KGHI the bill was for $416.67 under the electromagnetic phase of the tax, applying to the period starting May 1, 1948, at the rate of $250 a year. The city also asked the station to submit a list of its salesmen, each of whom is taxed $50 a year for the privilege of soliciting intrastate radio advertising in Little Rock.

Expects NAB Interest

Mr. Vinsonhaler had said last summer he figured NAB would evince more interest in the case, in view of its wide significance. He recalled that he had withdrawn from NAB some time ago "because it didn't do enough legislative work."

At the time the two Little Rock stations took their appeal to the Supreme Court, G. E. Zimmerman, KARK vice president and general manager, had called the case an industrywide problem and had suggested the NAB board should take over the case even if member stations had to be assessed a small sum to cover an appeal.

Mr. Vinsonhaler said a number of Arkansas cities have similar tax ordinances already drafted. The Arkansas Broadcasters Assn. was told at its last meeting in August that Hot Springs, El Dorado and Russellville were among the cities poised to slap taxes on broadcasters.

Attorneys who have been following the case say that cities may use the Supreme Court dismissal as a basis for taxes on railroad stations and other property not now subject to occupational levies.

One interesting angle arises in the $50 tax on solicitation of intrastate radio advertising within the city of Little Rock. The $50 tax is imposed on "every person, firm or corporation engaged in such business."

Similar language is used in the paragraph covering the $250 electromagnetic tax, but Little Rock tax authorities submitted a bill Thursday morning applying only

(Continued on page 24)

HOW'S BUSINESS?

Good in Atlantic States

By J. FRANK BEATTY

BUSINESS is good in the Atlantic states this year, judging by the comments of station executives. That goes for station time sales as well as general business and industry.

With the brightened picture in the steel and coal industries, broadcasters in the area ranging from Pennsylvania to South Carolina figure to meet the record 1948 time sales and in some cases to go even higher.

These observations are based on individual interviews with half-a-hundred broadcast executives contacted during and after the NAB District 3 and 4 meetings. The districts cover Pennsylvania, Delaware, Maryland, West Virginia, District of Columbia, Virginia, North and South Carolina.

No states have been hit harder by the steel and bituminous coal shutdowns than those in the two districts, yet they have been singularly free from panic. Business in general has suffered in the coal and steel centers, of course, especially retailing. Many broadcasters braced themselves for cancellation waves two months ago, but the cancellations have been surprisingly few considering the heavy unemployment in some areas.

Had the strikes continued many more weeks, collateral industries would have felt the shortages in materials. As it was, fabricators and light industries were unexpectedly active even after the strikes had been in progress over a month.

Even before the strikes started, coal miners were cutting their retail buying. They were accustomed to shutdowns and knew how to ride through them. Retail buying began to pick up last week as soon as word went around that soft coal mining would be resumed until Dec. 1. Similarly steel workers began to spend more money as important industry segments made peace with the unions.

Indirect effects of the strikes were felt in October and early November all over the Atlantic area, but nowhere was there any sign of panic. Had steel and bituminous shutdowns been drawn out to the year end, the situation might have been different.

The steel pension plan brought a feeling of security to many steel workers after two lean months. After all, they lacked the strike experience of their coal brethren. With plants reopening they started taking money out of the sock.

Even with the strikes, broadcasters and other businessmen showed little concern over possibility of a depression, contrasted to the somewhat panicky fears of the 1948 autumn months. Some individual stations are having trouble because of overcrowding in particular areas or special problems but in general, managers are counting on 1949 gross sales matching those of last year.

Operating expenses have been heading upward at many stations. They have been partially offset by increased staff efficiency in allocating duties and responsibilities. Entrance of television has brought new problems in many cases and

(Continued on page 42)

Arkansas Traveler (cleared by SCOTUS) . . . . . AN EDITORIA

THERE'S STORMY weather ahead for radio at the hands of municipal governments, always on the prowl for additional revenue.

The Supreme Court last week, without the formality of a written opinion, refused to review the decision of the Arkansas Supreme Court holding valid a $250 Little Rock occupation tax on stations as well as a $50 annual solicitor's license fee for each salesman The highest tribunal's dismissal came "for want of a substantial Federal question."

It seems evident the Supreme Court did not comprehend the issue. Heretofore the courts consistently have held that radio, as an instrumentality of interstate commerce, is not subject to state or local jurisdiction, and that the authority to regulate and tax is vested wholly in the Federal Government.

Just what transpired in the minds of the esteemed justices isn't known, since no detailed reasons were assigned. Whether the Little Rock case can be revived through petition for reconsideration is questionable. Unless the Court finds that it overlooked some vital aspect, the chances are slim indeed.

The consequences can be devastating. City governments follow one another like sheep over a fence when there are new tax sources to be tapped.

It won't take long for the news to spread. As a matter of fact, even before the Supreme Court mandate was down, the Little Rock stations were being billed by the city treasurer. Other municipalities in Arkansas are said to be rushing their own ordinances through.

It started with Thomas J. Gentry, city attorney of Little Rock, who last December told the National Institute of Municipal Law Officers at a Washington convention how they could get around the interstate character of radio. It was by means of a privilege tax on the generation of electrical energy, which is taxable.

The trick phrase "transmission of electromagnetic waves" was the key. Conceivably it can be applied to airplanes, automobiles, diathermy and X-ray machines; in fact every device that emits a wave, however spurious. The institute has 570 city members. City fathers probably already are counting that new radio money.

If the same franchise tax were adopted for all municipalities, there would be involved a tribute of more than a million dollars plus the additional rake-off of $50 per head from the literally thousands of pavement-pounding salesmen. This from entities now being taxed to distraction through federal, corporate and state imposts.

The issue is not merely financial. It is o of fundamental legality and principle. If s right to levy an occupation tax prevails, a thing can happen. Federal income taxes star a generation ago at one half of one perce Legislators said it was inconceivable th they would ever be as great as one perce Thus the $250 Arkansas stipend (aside fr the salesman's dogtag) could become astronom cal. It might even be based on so much pe watt or on effective radiated power for FM a TV, or on gross income.

It may be the Supreme Court inadvertent erred in giving the Arkansas case the juridic brushoff. It may be the case was inadequate presented. Certainly the NAB should have be in on it full tilt.

What's to be done? If the obvious move fo Supreme Court reconsideration fails, then th very next effort of a municipality (outside o Arkansas) to follow the Little Rock lead shoul be vigorously and uncompromisingly contested Not by a couple of valiant local broadcaster with necessarily limited funds as was th unfortunate case in Little Rock, but by th united front, through the NAB, with the very best tax counsel procurable. There is no function of the NAB more fundamental or of greater potential import to radio. Indeed, th case involves the freedom of radio itself.

Radio Tax Threat

(Continued from page 23)

to the stations themselves. They did not attempt to put a tax on each station employe.

In the case of salesmen, however, the tax officials asked the stations to submit lists of their sales staffs. This was construed as a $50 tax on each individual engaged in selling radio advertising. Presumably decision as to who pays the tax, the individual or station management, will be up to management.

Recalling past experience in levying of new taxes, attorneys suggested that the $250 electromagnetic tax might be increased from time to time, stopping just short of the point where it would become a "burden" on interstate commerce. Similarly the tax on the sale of advertising might be increased.

Dismissal Denotes Decision

Dismissal of an appeal for review of a state court ruling has the effect of a formal decision according to attorneys. States and cities have been deterred in the past from taxing broadcast stations by the Fisher's Blend decision of the Supreme Court, based on broadcasting's interstate nature.

Legal observers had been confident the Arkansas Supreme Court ruling would be reviewed by the U. S. Supreme Court because of what they felt were flaws in the state's reasoning and an unusually strong dissent by one of the state judges.

NAB is understood to have promised financial aid to the two Little Rock stations. A number of individual broadcasters who recognized the importance of the case did make cash contributions. NAB had planned to participate in Supreme Court hearing had the original petition been granted.

There appeared little doubt that cities all over the nation would pounce on this new form of money raising. Thomas J. Gentry, Little Rock city attorney who first sprung the tax, is scheduled to speak on the subject Dec. 5 at the annual meeting of the National Institute of Municipal Law Officers, to be held in Kansas City.

At that time he is to review the history of the tax, explain the U. S. Supreme Court's decision and show what it means in a revenue way to cities. In view of the widespread financial worries of most cities, it was felt they would take advantage of the chance to raise some new money.

First suggestion that a loophole might be found in the Fisher's Blend decision was made in 1940 by the municipal institute, of which Charles S. Rhyne is general counsel. Last Dec. 3 Mr. Gentry told the institute's convention in Washington that city authorities could get around broadcasting's interstate exemption by placing a license fee "on the business of generating electromagnetic waves for radio broadcasting" and also on the business of soliciting intrastate radio advertising.

The institute has 570 city members, including just about every important municipality in the nation.

Mr. Rhyne told BROADCASTING the revenue from such a tax, even if imposed by hundreds of cities, would be so small that he couldn't see where the levy would have any "real significance to broadcast stations.

"All other businesses pay this tax," he said, but broadcasters have enjoyed exemption because cities have feared the Fisher's Blend decision.

Some cities have flat business license taxes, he said, with others using a sliding scale based on gross receipts. The taxes range from $25 upward, he said, but he doubted if any tax was as high as $1,000 a year.

Privilege Tax Common

Most cities impose this form of license or privilege tax, he said, and "radio has been lucky to avoid it." He suggested every business should help pay its share of local operating costs.

"There is no way on earth cities can gouge radio stations," Mr. Rhyne said. "If they impose taxes inconsistent with the taxes on other forms of business, the courts will hold them an unreasonable burden on interstate commerce."

License and privilege taxes pay less that 10% of city tax income, according to Mr. Rhyne. Most income comes from real estate taxes except in a few cities where gross earnings or income taxes are levied.

The Little Rock Council enacted Ordinance No. 7573 April 5, 1948. The nine section law, in simple language, provided:

1—The business of (a) generating electromagnetic waves for radio broadcasting purposes and/or (b) the business of interstate radio broadcasting in Little Rock is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1948.

2—The business of soliciting intrastate radio advertising in Little Rock

(Continued on page 50)

Drawn for BROADCASTING by Sid Hix

"If you don't like your script, Snidwick, I'd rather you come right out and say so!"

NBC REORGANIZES

Takes First Step Toward Three-Unit Structure

By EDWIN H. JAMES

NBC LAST WEEK began the intricate job of reorganization that will eventually create a corporation composed of three self-contained operating units and a small, high-level management staff.

Although the network officially announced only the first step of the reorganization—the establishment of the television operations unit—BROADCASTING learned on highest authority that the execution of the over-all plan had proceeded far beyond that.

To date only one of the chiefs of the three operating units has been appointed. Sylvester L. (Pat) Weaver Jr. was announced as the vice president in charge of the television network organization.

The chiefs of the other two units, radio network operations and owned-and-operated stations, have not been selected. Until they are, BROADCASTING learned, Charles R. Denny, executive vice president, will be in charge of both divisions [CLOSED CIRCUIT, Nov. 7].

Mr. Denny's assignment as operating chief of the two units was regarded as temporary. As soon as the units are organized and their permanent commanders picked, he will resume his duties as executive vice president, it was learned.

Corporate Outline

By the end of last week it was possible to forecast with certainty the outlines of the corporate structure that will emerge from NBC's reshaping.

At the top will be company management, a small group of executives concerned with company-wide administration and policy. Aside from Niles Trammell, chairman of the board; Joseph H. McConnell, president, and Mr. Denny, executive vice president, those executives destined for appointment to top staff level include John H. MacDonald, administrative vice president in charge of finance; Gustave B. Margraf, vice president and general attorney, and O. B. Hanson, vice president and chief engineer.

The precise redistribution of other executives who now occupy staff level assignments has not been determined, it was learned. Among these are John F. Royal, veteran vice president, who has been acting as special consultant to management on program and talent matters, and William S. Hedges, vice president in charge of planning and development.

Both Messrs. Royal and Hedges will retain positions of responsibility, it was learned, but their exact assignments have not been made.

Beneath top management, the three operating divisions of the company will function as separate entities, each with a full complement of operational subdivisions.

Almost all the principal existing departments and divisions of the network will be split, with parts of their present strength being distributed among the three new operating units.

In the announcement of the establishment of the television organization, Mr. McConnell said that already the following groups within its structure had been assigned: Controller, stations relations, engineering, film syndication, production services, all types of programming activity, time sales and program sales.

TV Executives Announced

Principal executives serving under Mr. Weaver in the newly constituted television organization were also announced (see pictures TELECASTING, page 2).

Carleton D. Smith will continue as director of operations.

Frederic W. Wile Jr., who has been assistant to Mr. Weaver since both joined NBC several months ago, becomes director of production.

George H. Frey, former manager of eastern sales for both radio and television, becomes director of sales for television [CLOSED CIRCUIT, Oct. 31., Nov. 7].

At the same time it was announced that Norman Blackburn, former national program director of NBC television, was assigned to Hollywood to be chief of television network operations there.

Reporting to Mr. Smith, the director of operations, will be controller, headed by J. Robert Myers, former television business manager; film syndication, headed by Russell Johnston, no change; pro-

(Continued on page 45)

NARBA ACTION

Adjournment Date Unknown

THE THIRD NARBA Conference at Montreal, now in its third month, held a formal farewell dinner Thursday night but the date of adjournment is still an unknown factor.

Despite the delicate situation at the weekend, with the conference close to success or breakup, important progress was made during the week.

At the Thursday plenary meeting, Comdr. C. P. Edwards, of Canada, NARBA chairman who has been pushing for early adjournment, changed his stand and stated the conference will continue until an agreement is reached.

The plenary session adopted main engineering standards drawn up at a pre-NARBA engineering conference held at Havana in late 1947. These standards include 10 kc spacing of the 107 standard broadcast channels, including 540 kc, method of determining power, antenna efficiencies, and similar factors.

The United States has not yet adopted the Canadian proposal for sunset-sunrise operating hours, which is viewed by some observers as detrimental to obtaining daytime stations.

Cuban Disagreement

Cuba could not agree at the plenary session on titles of stations, such as IA, II, III etc., in line with her policy of desiring to call IA channels "national."

Canada has suggested the term "continental" for IA and "national" for IB. In addition Canada has suggested using ABCDEF designations instead of roman numerals.

The conference already has cost the participating nations $100,000 for international secretariat and related costs plus $200,000 for observers, advisors, per diem costs and similar items.

Cuban frequency assignments and border protection were main issues during the week. Cubans said that if the United States insists on the 650-mile rule, they have no alternative but to go home without a treaty much as they would regret such action.

Juridical and drafting groups are meeting delay because of a lag in work of the technical committees, still involved in classifying channels and the rights and privileges that go with them.

Cuba proposed that IA channels be protected at the border with a 25 to 100 uv/m signal, the exact

(Continued on page 48)

UNITED STATES delegation at 1949 NARBA Conference at Windsor Hotel, Montreal, includes (l to r): Seated—Louis G. Caldwell, Clear Channel Broadcasting Service; Mrs. Nellie Casey and Estelle Bunn, State Dept.; Ambassador Fletcher Warren; Rosel H. Hyde, FCC, delegation chairman; John A. Willoughby, FCC, delegation chief technical advisor; Jean A. Wolfe, Lois Day, State Dept.; Dwight A. Meyer, Westinghouse Radio Stations.

Standing—Edgar F. Vandivere, FCC; Royal V. Howard, consultant; H. Underwood Graham, Bruce S. Longfellow, FCC; Raymond L. Harrell, U. S. Embassy in Havana; Donald R. MacQuivey, James Kee, State Dept.; Joseph M. Kittner, FCC; James D. Parker, CBS; James E. Barr, FCC; Andrew G. Haley, ABC; Ralph J. Renton, FCC; Raymond F. Guy, NBC; Neal McNaughten, NAB; Oscar W. B. Reed Jr., Jansky & Bailey; Harrison T. Slaughter, Pierson & Ball; John H. DeWitt Jr., CCBS. Group is now in its third month of work at the Canadian conference.

A Public Servant Through Radio . . .

Standard Oil of California

By GEORGE VOIGT

BACK in 1926 the San Francisco Symphony Assn. found itself, in mid-season, with a sizeable deficit that threatened to cut its fall concert series embarrassingly short. The deficit was covered, however, and the season saved by a donation from Standard Oil Co. of California.

And that philanthropic gesture by Standard launched radio's oldest hour of music and marked the beginning of one of the West's brightest radio success stories. For Standard Oil has been an active radio user ever since. The company is the oldest continuous user of radio and one of the largest time buyers in the western United States.

On Oct. 24 the company observed its 23rd anniversary of radio activity with the largest schedule in its history:

The Standard Hour of classical music is carried by the 23 station Western Network of NBC plus one independent Oregon station which was added this season.

The Standard School Broadcast, public service educational series of music and history, is on the same NBC network plus 35 other stations added this season. The new stations include independents and affiliates of other networks throughout the seven western states.

Let George Do It, popular detective-mystery series, is aired over the 45 station Don Lee Network.

Farmer's Digest and *Standard Farm Highlights*, early morning news, market and weather reports are on the air daily; the former over KNBC San Francisco, the latter on KFI Los Angeles.

And, finally, there are the *Standard Newstime* broadcasts on stations in Fairbanks, Juneau, Ketchikan and Anchorage, Alaska.

All of which puts Standard Oil on the air this season for a total of almost 90 hours per week, an increase over last season of approximately 20 hours.

* * *

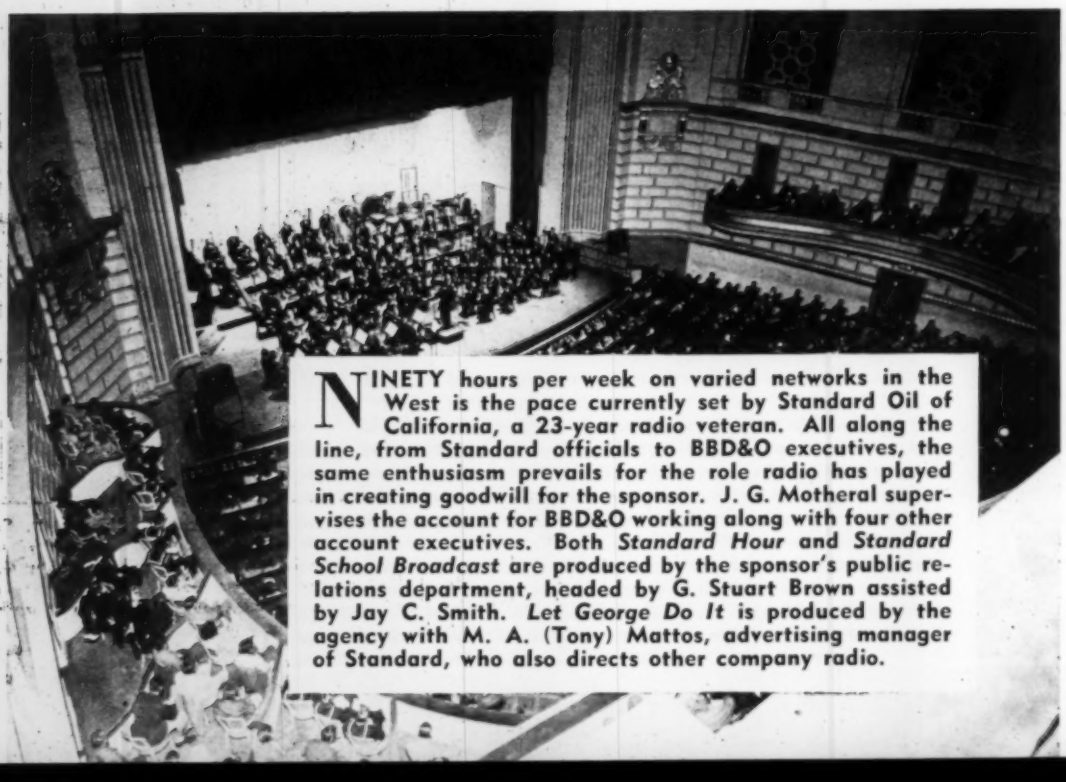
IN its 23 year radio history Standard Oil's usage has followed a variety of forms. Programs of various sorts have been tried for advertising effect, spots and singing commercials have been used. But the two oldest programs which have always formed the company's basic radio schedule have remained through the years.

The Standard Hour and *Standard School Broadcast* have, as a matter of fact, held a place of special privilege in the offices of Standard Oil in San Francisco's financial district. The programs are handled by a special department outside of the advertising department, which handles all other radio programs. And the otherwise hard-headed business directors of the company maintain a hands-off policy.

They appropriate the money necessary for production and air time and never ask for proof of results. The program directors buy the best talent in the nation for each weekly performance and the company directors never carp about the expense. They realize that the programs long ago ceased to be Standard Oil programs. They belong to the radio listeners of the West and company officials treat them accordingly.

And that, of course, is the secret of the success of the programs. The commercial success as well as the success measured in terms of a large and loyal listening audience.

The Standard Hour was not meant to be a commercial advertising venture by Standard Oil when it first went on the air Oct. 24, 1926. In that year the San Francisco Symphony was the only top flight musical organization in the West and many people up and down the coast, just then beginning to realize the potential-



NINETY hours per week on varied networks in the West is the pace currently set by Standard Oil of California, a 23-year radio veteran. All along the line, from Standard officials to BBD&O executives, the same enthusiasm prevails for the role radio has played in creating goodwill for the sponsor. J. G. Motheral supervises the account for BBD&O working along with four other account executives. Both *Standard Hour* and *Standard School Broadcast* are produced by the sponsor's public relations department, headed by G. Stuart Brown assisted by Jay C. Smith. *Let George Do It* is produced by the agency with M. A. (Tony) Mattos, advertising manager of Standard, who also directs other company radio.

ities of radio, had suggested that this new medium might be used to carry the Symphony's concerts to people outside of the San Francisco area.

In appreciation for its large financial donation, which amounted to several thousand dollars, the Symphony Assn. gave Standard Oil permission to do so if it cared to. The company did. On that October evening it picked up, through the facilities of KPO (now KNBC), the Symphony's performance of Beethoven's "Eroica" and piped it to a hastily-assembled network of stations in Los Angeles, Portland and Seattle.

* * *

THE acclaim that followed that first radio presentation gave birth to *The Standard Hour*.

Not only the listeners applauded. But organized groups of music lovers and music associations passed resolutions of gratitude to Standard Oil. The company was praised and thanked in front page newspaper stories and in editorial page essays.

Because the money paid the Symphony Assn. by Standard Oil was a donation and not a payment for radio rights the company used no commercials on the program. And in the 23 years since there has never been a commercial message broadcast in conjunction with the program.

The theme of the program today as always is that it belongs to the listeners. The only sponsor identification is heard in the opening and closing announcements:

"This hour is yours. Presented by the Standard Oil Co. of California."

But no one doubts that through the years the program has built a store of goodwill among western radio listeners that could not have been purchased or developed through any other form of advertising. It's the kind of goodwill too that sells gasoline and oil.

As one longtime listener to the program said: "I feel so indebted to the company for the program—I've been a listener since I was a youngster in school—that I'd feel guilty buying any other kind of gas and oil."

* * *

THE company has never made any attempt to test the sales effect of the program and, for that matter, has never attempted even to measure its listening audience through surveys. The only surveys conducted for the program are to find out if the program fits the listening desire of its audience. The largest of these was conducted some years back through the company's chain of service stations. Attendants merely passed out printed post cards to their customers asking for suggestions and criticisms of the program.

On the basis of this survey and unsolicited mail from listeners the program format has undergone some minor changes through the years. Today the program, presented 52-weeks a year, observes three distinct musical seasons—symphony, "pop" concert, and opera.

Today the program leaves San Francisco frequently for performances in Los Angeles, Seattle and Portland, where it uses the symphony orchestras of those cities, and other cities where it brings in its own Standard Symphony Orchestra, composed of musicians from the above named organizations.

During the opera season, just ending, the program uses the San Francisco opera orchestra with stars of the Metropolitan and San Francisco opera companies and European stars as guest soloists.

Wherever the program is performed, it plays to packed studio audiences, whether it be the Hollywood Bowl or the huge San Francisco War Memorial Opera House.

The Standard School Broadcast is an outgrowth of *The Standard Hour*. It began over the same Standard-organized network of stations on Oct. 18, 1928, designed as a course in music appreciation for school youngsters. At first it consisted of recorded passages from *Standard Hour* broadcasts and lectures on the music and composers presented.

This program too has undergone changes during its 21 years on the air. For suggestions and criticism on this program the company depends on school teachers and principals and on continuous surveys conducted by two full time researchers in the field throughout the school year.

* * *

THE lecture type presentation was abandoned soon after the program was started. Today the program illustrates historical events and legends through story and song that entertains while it educates. Also the type of music presented has changed. At first predominantly European music was played. Today American music predominates. This season the program is reviewing the history of America through story and music by the "Jack of All Tunes" and other now firmly established characters of the program. Today the program has its own Standard School Broadcast Orchestra of 30 to 40 instruments and conducted by Carmen Dragon.

The network of stations organized by Standard Oil for those early broadcasts later formed the nucleus for NBC's Western Network. And as NBC increased its number of affiliated stations the company increased its schedule of stations. The two programs have been on the full NBC Western Network from its inception except for a brief period early in the war when they were switched temporarily to the Don Lee Network.

The Standard School Broadcast, which was picked up as a regular music appreciation course by 60 schools along the coast in its first year on the air, is now being used by hundreds of schools in every area of the West. It also commands a large adult audience as well in the areas of the 58 stations now carrying the program.

Standard Oil's next venture in radio came at the beginning of the 30's, when it briefly sponsored a series of mystery programs based on true detective experiences. This was the company's first use of radio for commercial advertising.

In 1935 it began a series of historical sketches on stations in the Salt Lake and Phoenix areas. These programs were dropped after a two year run.

In 1943 it put on its first *Standard Newstime* broadcast with

(Continued on page 50)

* * *

MULTI-COLORED booklets, containing the story of each week's *Standard School Broadcast* with reproductions of paintings and sketches on the particular week's theme, are sent out for the school children's use.

ADRIAN MICHAELIS, program manager of the *Standard Hour* and *Standard School Broadcast*, checks reference recordings of the programs.

Business of Broadcasting

One of a Series

XUM

BMB ENDORSED

ANA, AAAA Vote Confidence

By BRUCE ROBERTSON

ASSN. of National Advertisers and the American Assn. of Advertising Agencies, two of the three organizations governing Broadcast Measurement Bureau, last Thursday went on record as strongly endorsing the need for BMB and urging the continuation of the type of audience information which BMB supplies.

The NAB, third member of the tripartite research organization, representing the broadcasters who by subscribing to the BMB surveys have provided BMB with its full financial support, made no attempt to match the statements made by the organizations representing the major buyers of radio time on the national level.

NAB's conclusions as to BMB's value and its recommendations as to BMB's future are expected to evolve from an extensive discussion at this week's NAB board meeting (Nov. 15-17 in Washington) and to be made public at the conclusion of that meeting.

The AAAA and ANA statements were released Thursday, following a meeting of the BMB executive committee at BMB headquarters in New York. Dr. Kenneth Baker, research director of NAB and acting president of BMB, reported that the second nationwide study of station and network audiences is progressing satisfactorily. A substantial portion of the ballots mailed in March have been returned and processed and the study should be in the hands of subscribers early in December, he said.

Concludes Dec. 31

Except for servicing operations on this study, BMB will conclude its operations on Dec. 31, according to present plans. The three member associations have been working on plans for a sucessor organization which will form the major topic of consideration at BMB's regular board meeting on Friday (Nov. 18).

Last spring, BMB asked that each of its three member organizations "carefully analyze and describe those of its research needs that can best be served by a tripartite, cooperative organization." The statements released Thursday by the ANA and AAAA in answer to that request show both of these organizations to be firm in the belief that their members want and need the type of information which BMB provides.

The AAAA representatives on the BMB board, speaking for that organization "with the entire approval" of the AAAA board, issued a formal statement which said, in part:

"First, we believe firmly that in order to make adequate and/or effective use of radio and television facilities for our clients—the advertisers—and in so doing to make the medium profitable for the broadcasters, we need standardized, authenticated, comparable, continuing audience measurements of the broadcasting medium. This information becomes more useful and acceptable when it is validated by a body representing all three elements in the broadcasting-advertising industry.

"That is why we have favored, and continue to favor and participate in, the BMB. We have devoted many hours of conscientious work toward this enterprise. We strongly believe that radio interests would suffer if such an organization did not continue.

"We believe that Study 1 was a good first step in BMB's service to the industry. We believe that Study 2 and future studies will be even more comprehensive and useful, though we regret strongly that a larger number of broadcasting stations have not yet subscribed to the service.

"We believe further that this audience information is the minimum which is needed for the good of both advertisers and broadcasters. The BMB measurement gives a basic type of information for use in conjunction with other data on radio listening. No other study or combination of studies duplicates BMB or can be substituted for it. It approximates the information we now have available through ABC and TAB in the publication and outdoor fields."

Other Sources Seen

The agency members of the BMB Board pointed out that while they think it "highly possible and desirable that additional research information could be made available" through BMB, they believe that "this extension of service should be an evolutionary development, depending upon the requirements, the development of techniques and the necessary financing.

"We do not feel this additional information or service should be specified or spelled out at this time," the statement concluded. "It must come, if and when it comes, as a natural growth and to fill a definite need."

The 212 members of the ANA radio and television group who were

NAB DISTRICT 2 trio at Asbury Park meeting included (l to r): Lewis H. Avery, Avery-Knodel; Charles F. Phillips and F. C. Soule, WFBL Syracuse. The NAB meeting was held Nov. 3-4 at the New Jersey resort.

AROUND Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director, and Mrs. Hanna, were this group (l to r): Kendall Lee Beach, Asbury Park city director; Mr. Hanna; Don Miller and Don Ball, WCBS New York; George Zuckerman, Asbury Park publicity director; Mrs. Hanna; Dick Swift, WCBS.

TWO STATIONS represented in this Aasbury Park group (l to r): Claude Snyder Jr. and Walter Valerius, WELM Elmira, N. Y., and Frederick L. Reesee, WMBO Auburn, N. Y.

consulted and concurred in the preparation of their organization's resolution were more specific in detailing research into the area covered by a station, which they consider the category that calls for cooperative handling and a tripartite procedure.

This "area covered by a station" should be measured, the advertisers believe, "by the number and percentage of homes that listen to a station according to:

1. Small geographic areas (cities, counties, etc.)
2. The number of days a week the family listens
3. Time of day (daylight—dark)
4. Time of year (summer-winter variations in station coverage).

"At present the BMB is set up to provide the data included under the first three points outlined above. Since frequency of BMB reports is limited, seasonal trends for individual stations are not available.

"The type of data covered by the above four points, in essence, indicates the total potential audiences to stations in the United States, and is essential to the efficient buying and selling of radio and television time. An advertiser needs to be told, with accuracy, how completely his radio campaign will blanket the cities and counties in his sales territories."

Commenting on this resolution, Paul B. West, ANA president, called it "the strongest kind of evidence that advertisers want and need the kind of measurement of the radio medium now provided by BMB—in other words, validated and uniform information on the area covered by a radio station."

Mr. West pointed out that "this resolution reflects the determination of advertisers to get the most effectiveness from their advertising dollars under the economic and competitive pressures today.

"Considering the far reaching importance of radio as an advertising and public relations medium," he went on, "there is the greatest responsibility on broadcasters and the radio industry to provide the basic facts that are essential to the successful operation and use of the medium. This can only be done on the tripartite principal whereby all parties can have the fullest confidence in the reliability of the data provided. It is unthinkable that for lack of bold and constructive action now radio might be allowed to slip back into chaos."

The whole future of industry audience measurement was to be taken up last Saturday at a meeting of the NAB Audience Measurement Committee in Washington.

NEWS TRAINING

Stressed at NARND Meet

SHARP criticism of broadcasters who entrust their news departments to staffers with no news training was voiced last week by Sig Mickelson, of WCCO Minneapolis, in his president's report at the National Assn. of Radio News Directors annual convention at the Commodore Hotel, New York.

He declared a "vast majority" of stations use personnel in such departments with no news training and no understanding of community impact of news.

He lamented, too, that news personnel has too little prestige within the station itself. Newsmen seeking to progress in radio often have to transfer to other activities, he said.

"That's not a pretty picture but it's true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer," he said.

He also charged that too many stations failed to recognize the impact of radio news on listeners. He urged them to carry on aggressive local newsgathering activities instead of merely reading wire reports. He assured news directors in radio that their position was secure despite the growth of television.

"There is nothing now on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast," he said.

He cited a report of NARND's television news committee as revealing the "sad status of television news," with only 16.7% of video stations on the air employing competent news personnel to report, write and produce their news broadcasts.

He also summarized the progress made by NARND in the past year.

The work of its standards committee stimulated members to obtain passage of newsmen's "privilege" bills in four states, he reported further, adding that he expected legislation in a dozen more states would soon follow. He believed, too, the growth in the number of station news departments was due to NARND's efforts.

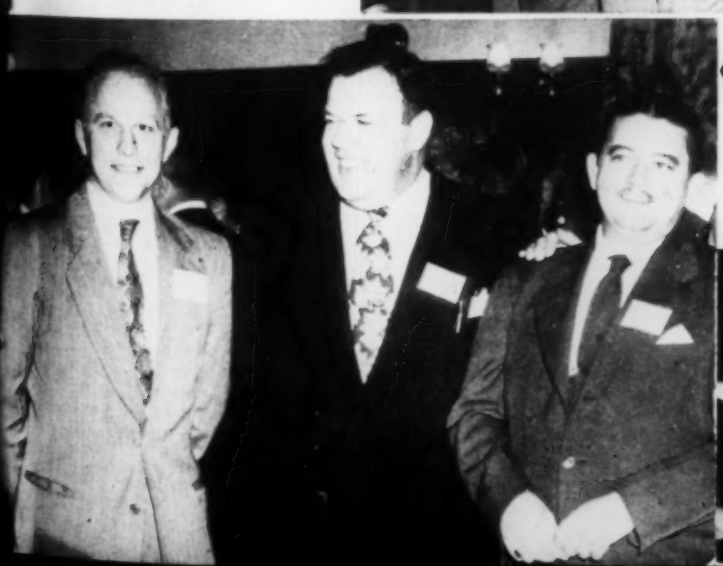
He considered the organization's financial position to be sound and that it was in a position to do a more important job.

Membership, he said, increased from 76 to 179—a growth of over 135% in one year. He observed, however, that with 2,000 stations on the air, membership was as yet far too low.

Gimbel's Spot Sales

RADIO spot announcements, highlighting an advertising campaign, paid off for Gimbel Brothers, Philadelphia, on Nov. 2. An entire stock of 3,000 women's 1950 winter coats ($150,000 worth of merchandise) selling at $36 per coat, was disposed of in a gigantic one-day sale, with 3,000 women encircling the block-long department store in a line that began forming three hours before the doors opened.

PENNSYLVANIA contingent at NAB District 3 included (l to r): Joseph E. Cavanaugh, WARD Johnstown; E. J. Fitzsimmons, Weed & Co.; Robert R. Nelson, WARD; David M. Baltimore, WBRE Wilkes-Barre; Victor C. Diehm, WAZL Hazleton; Louis G. Baltimore, WBRE; Raymond A. Gaul, WRAW Reading.



ANTHRACITE GROUP delegates at NAB District 3 session included (l to r): Stanley Binkoski, WISL Shamokin; Louis H. Murray, WPAM Pottsville; Milton Laughlin, WHWL Nanticoke, Pa.

FEMININE management quartet at NAB District 3 meeting at Skytop Lodge, Pa., (l to r): Madge Megargee, vice president, and Mrs. M. E. Megargee, president of WGBI Scranton, Pa.; Alethea J. Mattern, manager, WMAJ State College, Pa., Dolly Banks, general manager of WHAT Philadelphia and assistant manager of WINX Washington.

XUM

DETROIT United Foundation drive workers include (l to r): Seated—Constance Taylor, volunteer; William Cartwright, Edward Petry & Co., Jack Sitta, WJBK; Jill Gerard, volunteer; standing — Richard Spencer, WWJ; Fred Wolf, WXYZ; Frank Walker, Petry; Ralph Dawson, WJR; John Lyon, WEXL Royal Oak; Russell Watson, WLDM (FM).

THE product goes on display as contract is arranged for Green Spot Inc. (orangeade) sponsorship of Don Lee Network's *Ladies First* program by (l to r) Howard Wheeler, Don Lee account executive; Carl K. Tester, Philip J. Meany Co., Los Angeles, v.p. & general manager, and Ward D. Ingram, Don Lee, sales vice president.

ON behalf of the Radio Executives Club of Boston, Jan Gilbert (l), treasurer of the Radio Executives Club and radio director of the Harold Cabot & Co. Agency, presents a check to Augustin H. Parker Jr., financial division chairman of the Red Feather campaign in Metropolitan Boston.

GETTING together for a little close harmony at recent gathering of the Southern California Broadcasters' Assn. are (l to r): Haan Tyler, KFI-TV Los Angeles; Dick Haynes, KLAC Hollywood disc m.c.; Miss Eddie Baker, organist; William Beaton, gen. mgr. KWKW Pasadena and SCBA pres.

IN this group at Ad-Tractions Ball of men's and women's ad clubs of Los Angeles are (l to r): Seated—Beatrice Kentz, pres., Los Angeles Advertising Women Inc.; Mary Buchanan, ball co-chairman; standing—Richard Russell, Los Angeles Ad Club pres.; David Fenwick, ball co-chairman.

PREMIERE of *A Date With Judy* on ABC last Thursday is planned by Sam Briskin (l), president of Revere Camera Co., Chicago, sponsor, and Aleen Leslie, originator and writer of the program. Show is broadcast Thursday 7:30 to 8 p.m. CST. Agency is Roche, Williams & Cleary, Chicago.

BARNES

Plans to Buy TBS, Kermit-Raymond

CREDITORS of Transcription Broadcasting System Inc. and Kermit-Raymond Corp., show packagers, were notified last week that a corporation headed by Howard G. Barnes, vice president in charge of radio and television at Dorland Inc., intends to buy the two companies, consummation of the sale to take place tomorrow (Nov. 15).

Creditors also were sent a copy of the agreement which the buyer, Howard G. Barnes Inc., a de facto corporation, will enter into with TBS and Kermit-Raymond.

That agreement recites that the sellers are in "financial difficulties" but that the buyer will, as a consideration of the sale, pay: All tax claims; wages before Oct. 7; administration expenses, and creditors of the sellers a sum equal to 60% of their respective claims, or 40% if paid within nine months, in accordance with plans which are then detailed at length.

A schedule of liabilities accompanying the agreement shows TBS owing $32,684.63 and Kermit-Raymond $82,880.46—a total of $115,565.09.

The agreement also specifically protects interests of Ray Bloch, orchestra leader, who claims a priority interest in *Hollywood's Open House*, one of the TBS programs, and who also claims a royalty of 10% of the proceeds from other programs. When he receives 60% of the payments due him he promises to release his proprietary and royalty interests. Failure of certain terms of the agreement to be carried out, however, permits him to press his full claims.

Mr. Barnes, with an excellent record in show production, has made it known he expects to put the business on a firm basis as quickly as possible. It is his belief that among the TBS and Kermit-Raymond shows are top products and that they need only good business administration to overcome the present unfavorable financial position.

Mr. Barnes obtained station experience at WJR Detroit, WIP Philadelphia, WHN New York and WOR New York; network experience as a producer at CBS, and has been an executive producer at Music Corp. of America as well as an agency radio and TV head. He also served in the Navy as a lieutenant.

WIP'S GRAY

Elected to Petry Board

GORDON GRAY, vice president and sales director of WIP Philadelphia, has been unaminously elected to the board of directors of Edward Petry & Co., station representative organization. He becomes the fourth member of the Petry board.

Mr. Gray

The other board members are: Edward Petry, president; Henry Christal, secretary and treasurer; Edward Voynow, manager of the firm's Chicago operation.

Election of Mr. Gray has no bearing on the court proceeding between Messrs. Petry and Christal over the right of Mr. Petry to enlarge the board beyond its traditional four members.

Attempt by Mr. Petry to enlarge the board led to a restraining action by Mr. Christal which was approved by the New York Supreme Court but overruled by the appellate division of that court to which Mr. Petry appealed.

An appeal by Mr. Christal is now pending before the New York State Court of Appeals which is expected to hear the case in December or January, with a decision due shortly after the hearing. Until that time, no expansion of the Petry board is anticipated, although the action of the appellate division removed the injunction prohibiting the appointment of additional directors.

PEQUOT ADDS

$25,000 for AM Drive

PEQUOT Mills, New York and Salem, Mass. (sheets and pillow cases), have allotted an estimated $25,000 for a radio campaign beginning in December.

The firm has bought participations on *Housewives Protective League* on WCBS New York, KNX Los Angeles, KCBS San Francisco, and WBBM Chicago, starting Dec. 26. In addition, Pequot will sponsor a quarter-hour news program, Sundays on WHO Des Moines starting Dec. 18. The organization will continue with its participation sponsorship of *Jean Colbert* on WTIC Hartford.

Plans are tentatively underway for a further spot campaign to emphasize the January sheet sales and another for the June bridge promotions.

The radio plans of Pequot are a supplement to its $100,000 television campaign [BROADCASTING Oct. 31] already underway. Jackson Co., New York, is agency.

Norito Names Cohen

NORITO CO., Chicago (Norito Powder), has appointed Harry B. Cohen Adv., New York, to handle its advertising for its new effervescent and regular powders. Plans for a tremendous advertising campaign are under way.

TIMEBUYERS WANT BMB

Luce Cites Data Needs

By JAMES O. LUCE

JAMES O. LUCE, timebuyer with J. Walter Thompson, New York, has been with the agency for the past four years. He joined the market research department in May 1945—his first job. In July of the same year he moved to the radio-media department as assistant to Linnea Nelson, chief timebuyer. In December 1946 he was named timebuyer for the agency. He handles the spot campaigns of three major radio advertisers, Ford Dealers, Atlantis Sales Corp., and J. B. Williams Co. During the war, he was in the Army as a staff sergeant in the infantry station in the South Pacific.

Mr. LUCE

I AM among the newcomers—having started timebuying in December 1946. It was amazing to me then to see how much had been done with so little.

It is impossible, of course—but I can't help wishing every station sales manager could sit alongside my desk and work with me in making up recommended station lists for an intensive radio announcement campaign. It is for one of a national advertiser's typical sales districts. I'm not ashamed to admit I need help badly.

And, surely, if these gentlemen were actually here they would finally realize how desperately our industry needs to support—and continue to support—a uniform method of measuring station audiences. Broadcasters, I know, have already been subjected to speeches, pamphlets, trade press articles, etc., urging them to get behind BMB but perhaps one more example might help them better understand our dilemma—it is a very specific and concrete example.

In this particular instance we are fortunate the client doesn't have an immediate problem for which he has called on spot radio to do a rush job. Having a fair amount of time we can make use of every bit of data on hand. However, there will be about two dozen more districts to be worked on. A check of the October 1949 *Standard Rate & Data Service* has disclosed there are 66 stations located within the district under consideration which is an actual one selected at random and covers parts of four states.

We'd have no problem if the budget was such that a full schedule could be placed on every station but, of course, that is never the case, and our job becomes one of determining how best to cover each county and city at a reasonable cost. Taking the 1946 BMB Area and Individual Station Audience Reprints we discover that of the 66 stations only 26 were subscribers. The Interim Study for the spring of 1948 shows two new station subscribers and brings the total up to 28. It is now apparent that we are faced with a serious situation. Why is this so? To best answer that let us investigate and find out exactly what has happened since 1946 in only this particular sales district.

According to the SRDS issue of January 1946 there were at that time 34 stations—now there are 66. This is an increase of 95%! Of the 32 new stations, 16 new cities are represented. In one city which had a single station there now are four.

What of the original 34 stations? Of these there has been:

1. One change in affiliation.
2. Five changes from a dual to a single affiliation.
3. Five changes in power.
4. Two changes in frequency.

So only 23 of the original 34 stations remain unchanged—that is, if one considers them operating in a vacuum and not influenced by changes in programming, management, competition for audience from other stations, etc.

Other Sources Checked

Reluctantly—and very reluctantly—we must set aside BMB and step back into the years preceding BMB in 1946 and attempt to make order out of the chaos of individual (and more often than not, conflicting) station claims. City program rating reports are a help in checking relative station popularity within the city but these are very few in number and the majority are available for only the larger markets. Even then these tell us nothing of the station's acceptance outside the city limits, and there is nothing available to tell us what these limits are.

A thorough check of the station data files we maintain (and which I presume are as complete as those of any other advertising agency) is of pitifully little help. Of the 38 non-BMB subscribers in this district only 10 have submitted anything in the way of audience surveys or coverage information. And none of these is the same—most are engineering studies or mail tabulations—all out of date. The majority of the remaining 28 stations have sent nothing worth while. Some of the file material is apt to be as follows (and these are actual examples):

1. A letter from a new station stating they are on the air and ready to receive orders.
2. A brochure showing the new studios, pictures of the announcing staff, of the receptionist on duty.
3. A blue map of the state with the home county simply colored yellow.
4. A map in the form of a star with the points reaching out to five neighboring cities—all of which investigation reveals have their own local stations.
5. A direct mail piece with a picture of the antennae sitting in the middle of the state with bolts of

(Continued on page 49)

THOMPSON MEMO

Seeks Audience Data

MEMO underlining the need of additional audience information by counties from individual stations is stapled to every contract the J. Walter Thompson Co., advertising agency, is sending out for actual broadcasting schedules.

The plea to the station reads: "We urgently need station audience information by counties in audience area. Need total figures, not percentage ratings. When will we have your new BMB data?"

First sent out Oct. 24, the memos will continue to be attached to contracts mailed out until the end of this year. In explaining this approach, the agency says, "of course we would like BMB information because it is based on a uniform method. However, lacking that, we need some kind of audience information. Total radio homes in a county as a potential circulation is fine—but if 100% of the people do not listen regularly to a given station, it doesn't help much."

A. D. WILLARD

Former NAB Executive Is WGAC Head

A. D. (JESS) WILLARD Jr., former executive vice president of NAB, today (Nov. 14) joins WGAC Augusta, Ga., as president and general manager.

He succeeds F. Frederick Kennedy, prominent Augusta attorney and part owner of the ABC outlet, as president. J. B. Fuqua, former manager, resigned several months ago upon acquisition of control of WJBF, Augusta local (formerly WTNT).

Mr. Willard retired from the NAB executive vice presidency Aug. 1, after four years of stewardship. At the time he joined the trade association in 1945, it was with the understanding that he would return to private radio after President Justin Miller had been indoctrinated in management and operating principles.

The arrangement with WGAC is understood to be on a participating basis. The station operates on 580 kc with 5 kw day and 1 kw night and is affiliated with ABC. It is represented by Avery-Knodel, Inc.

• • •

Mr. WILLARD

Mr. Willard, who suffered an acute appendicitis attack last Oct. 3, has responded favorably to treatment. He will undergo surgery in mid-December, however, for removal of the ruptured appendix.

Mr. Willard retired as second-in-command at NAB after the board had abolished the executive vice presidency. He had been proffered directorship of the newly-created video division but rejected it because of his "earnest desire to return to private operation."

The new WGAC head entered radio in 1926 as announcer at WCAO Baltimore. He became sales manager of WFBR Baltimore in 1930 and chief announcer of WJSV (now WTOP Washington) in 1932, sales manager in 1933, and general manager in 1937. He was general manager of WBT Charlotte, then CBS-owned, from 1942 until he accepted the NAB executive vice presidency in 1945.

The Willards will make their home in Augusta after the current school term. Courtney, 17, is attending Sweet Briar and Arthur, 10, is a student at St. Stevens School in Alexandria.

RICHARDS BRIEF

Charges FCC Censorship

A CHARGE that FCC is undertaking "a bold sally into the field of censorship and even thought control" in the G. A. Richards case was levelled in a petition and brief filed last week by counsel for Mr. Richards.

"It is clear," the brief asserted, "that the Commission is seeking in this proceeding to create previous restraints which will throttle free speech of all broadcasters and which will serve to intimidate and harass all broadcasters and thwart their right to hold and express their honest views upon economic, social and political subjects. . . ."

Mr. Richards has been accused by the Radio News Club of Hollywood of instructing members of the staff of his KMPC Hollywood to slant news against members of the late President Roosevelt's family, Communists, and other minority groups [BROADCASTING, March 8, 29, 1948].

The petition asked FCC to delete all issues relating to these charges from its scheduled hearings on Mr. Richards' trusteeship proposal for his three stations—KMPC, WGAR Cleveland, and WJR Detroit [BROADCASTING, Aug. 1]. The issues also should be deleted from the stations' renewal hearings or, alternatively, the renewal hearings should be separated from the trusteeship proceeding and postponed indefinitely, FCC was told.

Filed by the Washington law firms of Wheeler & Wheeler; Kirkland, Fleming, Green, Martin & Ellis; and Dow, Lohnes & Albertson, the petition and brief maintained:

The issues which we here challenge are predicated upon an assumption that the Commission has power over the program content of radio broadcast stations. . . .

Specifically, the Commission is not empowered to consider or determine whether any news broadcast is either biased or impartial; or whether any news broadcast is either false or true; or whether any news broadcast is wholly factual or is wholly editorial; or whether any news broadcast either discriminates against or favors any political cause, group, or candidate; nor is the Commission empowered to determine the private, political, social and economic views of any licensee or, if ascertained, to consider whether any such matters are or are not favored in any broadcast material transmitted.

And the Commission is not empowered to inquire into internal management affairs of the licensee, including such matters as instructions from management to officers or employes, their response to such instructions, or any disciplinary action. Any assertion of such authority is contrary to Sec. 326 of the [Communications] Act and to the First Amendment of the Constitution.

In support of this contention the brief cited Supreme Court decisions, legal interpretations, Con-

(Continued on page 84)

FCC Actions

FOUR new AM stations and one FM outlet granted by FCC. Initial and proposed decisions issued to grant two more AM stations and give an existing station improved facilities. Five FM authorizations deleted. Sale of WABI Bangor, Me., to Murray Carpenter and ex-Gov. Horace Hildreth of Maine reported along with other transfer requests. Details in FCC ROUNDUP, page 83.

RADIO SALES TUNEUP

Ohio Meet Tells How

A SALES manager, advertising agency radio director, and the Kroger Co. sales promotion manager told the Ohio Assn. of Broadcasters last week only scientific, aggressive selling will keep radio a dominant advertising medium in the future.

Stephen A. Douglas, director of sales promotion for the Kroger Co., emphasized that greater competition will demand more sales promotion initiative for radio. He outlined a sales formula for radio salesmen to follow which embodies four principles of salesmanship.

First, the time salesman must create a value in his medium for his customers. Secondly, he must interpret that value in terms of what it can do for an advertiser. Then demonstrate the proper use of the medium to his customer. Finally, a follow through must always be had to maintain the value.

Mr. Douglas told the Ohio station and sales managers that the Kroger Co., which has spent over $8,700,000 in radio since 1941, knows the huge effectiveness of the medium.

Robert Dailey, radio director, McCann-Erickson Inc., Cleveland, told the group bluntly exactly what the radio department of an advertising agency expects from stations in their presentations.

"Radio is no longer a baby in the media family," Mr. Dailey said, "and it will have to act grown up now in its business dealings."

He asserted that in the future radio must sell on a scientific, factual basis if it is to survive.

Mr. Dailey outlined the station's selling tools as follows: Station information (as to coverage, size of audience, etc.); program information; personal contact with advertiser, and cooperation with the advertiser once he is sold.

Frank Kolb, president of the Sales Executives Club of Cleveland, and assistant sales manager of the Cleveland Electric Illuminating Co., said America must now produce professional salesmen if our economy is to survive.

Speaking on the "Best Job in the World," Mr. Kolb said the 50% of Americans' income that does not go for food, shelter, and clothing is the "postponable expenditures" which salesmen can influence. He explained that since the sales department is the most important part of their business, executives should pick salesmen with care.

INFORMAL get-together is enjoyed by these five executives during the 8th District CBS Affiliates session in Houston. They are (l to r): Joe Bernard, KOMA Oklahoma City; Henry Clay, KWKH Shreveport, La.; Herb Ackerberg, CBS vice president in charge of station relations; Clyde Rembert, KRLD Dallas, and John Eassu, KTUL Tulsa. Meeting was held Nov. 4-5.

IN THIS group at the 8th District CBS Affiliates meeting in Houston are (l to r) Kenyon Brown, president and general manager, KWFT Wichita Falls; B. F. Orr, president, KTRH Houston; Frank Stanton, president of CBS, and Jesse Jones, former RFC head and owner of KTRH Houston.

HELPING give feminine touch to the 8th District CBS Affiliate meeting in Houston are (l to r) Mrs. Frank Stanton, wife of the CBS president; Mrs. Jesse Jones, whose husband owns KTRH, and Mrs. B. F. Orr, wife of the KTRH president.

OVER 9000 IOWA FAMILIES INTERVIEWED IN 1949 SURVEY!

Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families *(1 out of every 85 in the State!)* to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between* urban and rural listening habits, but also gives typical characteristics of the Iowa audience *as a whole.*

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes* that have taken place in Iowa listening habits, *since 1941.*

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

LORDS' PLANS

May Use N. Y. Radio-TV

POSSIBILITY by next February of a radio and television schedule in the New York market to augment introductory campaign for the new Lords Cigarettes was foreseen last week by the agency, Kiesewetter, Wetterau & Baker Inc., New York.

The campaign, now conducted via newspapers in the New York area, has been supplemented in 16 other cities by radio schedules, and in Buffalo, by TV.

According to the agency, station most likely to be scheduled first is WQXR New York, whose listeners, the agency feels, are more apt to afford the 30-cent cigarettes. The agency also feels that video set owners fall into the same category, and said that the Buffalo TV venture was highly successful. Cigarettes are manufactured by Lane Ltd., New York.

WHEN Taystee announced its sponsorship of *Bill Ring Time* at the Dallas meeting of plant and sales managers, these executives were present (l to r): Harold Hough, director, WBAP-AM-TV Fort Worth-Dallas; Phil Bowman, radio director, Young & Rubicam, Chicago; D. W. Elliott, executive vice president, Taystee Bakeries; Bill Ring, star of the show; J. W. Evans, Free & Peters Forth Worth mgr.; Horace W. Burr, Texas district supervisor for Taystee in Dallas.

Feature of the Week

(Continued from page 29)

Beeman, Y&R account executive, decided to use sure-fire programming—the *Bill Ring Time* quarter-hour strip. Mr. Ring, former program director of KWTO Springfield, Mo., had been selling successfully Taystee's "hot-wrap" bread for two years while singing and adlibbing with a piano-organ-bass background at KWTO.

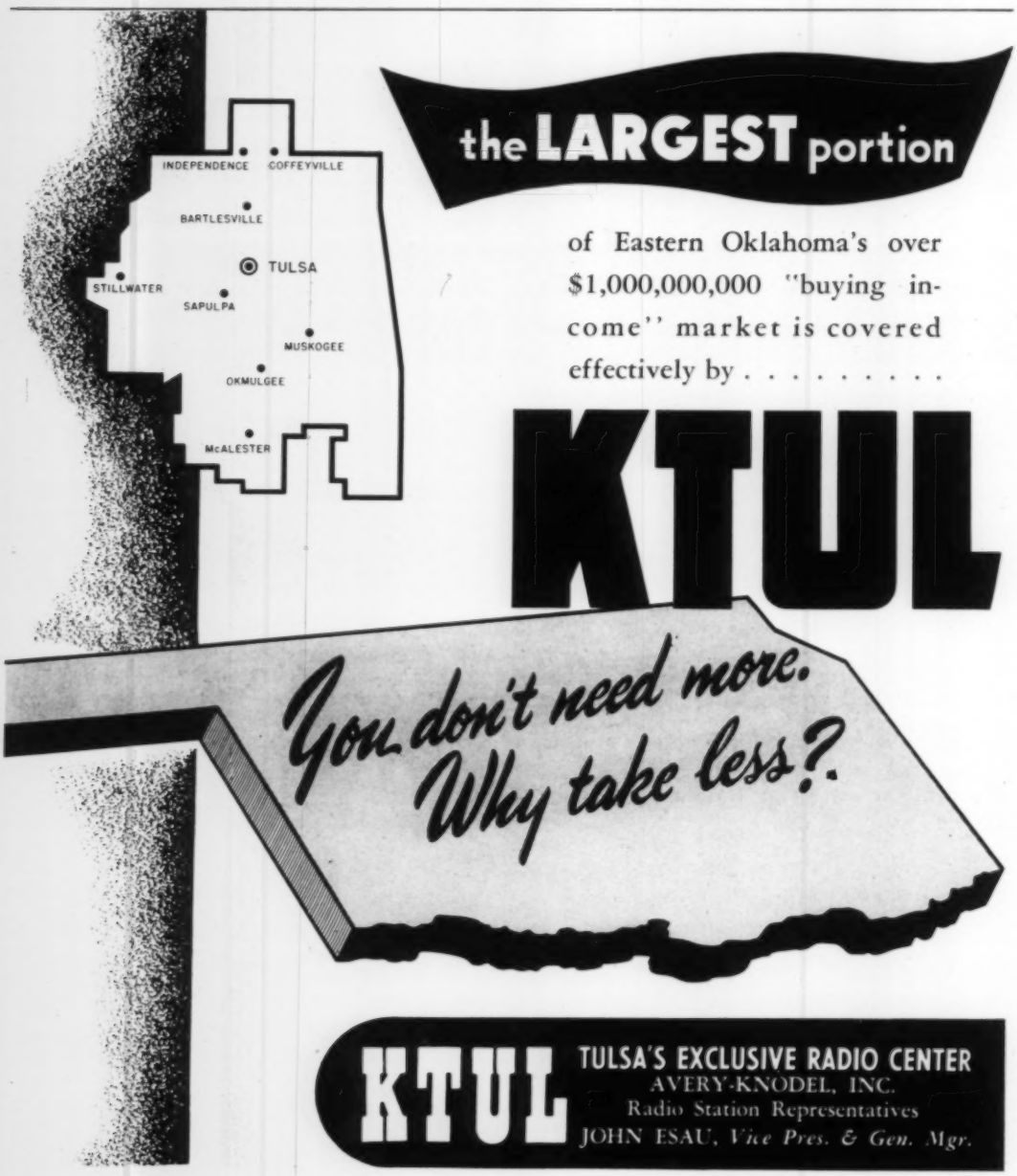
To get penetration, the agency asked cooperation of Free & Peters, Chicago, and its account executive, Art Bagge, in lining up time on three stations without revealing the client. Taystee's own "network"—on which full rates are paid—includes feeds from KXYZ Houston to WBAP Fort Worth-Dallas and KFDM Beaumont, F&P stations, and KFDX Wichita Falls, represented by Taylor-Borroff.

One week of intensive promotion preceded the debut Oct. 17. Mr. Ring, called "the friendliest man in Texas," appeared at sales meetings in all of Purity's five plants in that area, autographed hundreds of pictures and gave off-the-record performances. A barrage of printed promotion included 24-sheet posters which were placed in most markets, space in principal daily newspapers, and store tie-ins and displays. Taystee drivers distributed bread rack cards, counter and post cards, window streamers and hand-outs.

26 Weeks at Least

The show, running five-a-week from 11:45 to 12 p.m., will be aired 26 weeks and may go on indefinitely. Purity is supplementing its radio advertising with the *Art Finger* disc show on KXYZ Houston for Grennan Cakes. It also is a quarter-hour strip.

Purity executives working with Y&R and F&P were Don W. Elliott, executive vice president, and Larry H. Nieman, promotion director. Joseph W. Evans, Free & Peters Fort Worth manager, also helped in promotional planning.

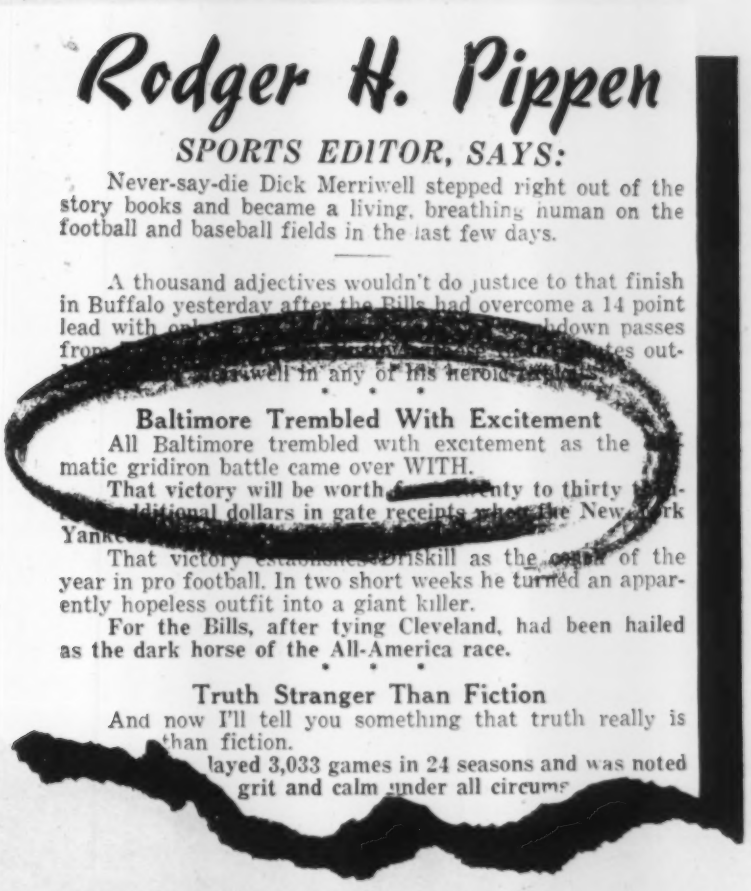


CRIBB ELECTED

Heads Missouri Broadcasters

WAYNE W. CRIBB, KHMO Hannibal, was elected president of the Missouri Broadcasting Assn. at its annual business meeting, held at the Hotel President in Kansas City, Mo.

Other officer selections were Mahlon R. Aldridge Jr., KFRU Columbia, vice president, and Harry Renfro, KXOK St. Louis, secretary-treasurer. Six directors also were elected, including E. K. Hartenbower, KCMO Kansas City; G. Pearson Ward, KTTS Springfield, and Glenn R. Griswold, KFEQ St. Joseph. Messrs. Cribb, Aldridge and Renfro also were named directors at the meeting, held Oct. 31.


Rodger H. Pippen
SPORTS EDITOR, SAYS:
Never-say-die Dick Merriwell stepped right out of the story books and became a living, breathing human on the football and baseball fields in the last few days.
A thousand adjectives wouldn't do justice to that finish
Baltimore Trembled With Excitement
All Baltimore trembled with excitement as the
That victory will be worth
That victory
year in pro football. In two short weeks he turned an apparently hopeless outfit into a giant killer.
For the Bills, after tying Cleveland, had been hailed as the dark horse of the All-America race.
Truth Stranger Than Fiction
And now I'll tell you something that truth really is than fiction.
grit and calm under all circums

In Baltimore, the sports station is WITH

"All Baltimore trembled with excitement as the dramatic gridiron battle came over W-I-T-H," wrote Roger H. Pippen, Sports Editor of the Baltimore News-Post. He was writing about a recent professional *football* game between the Baltimore Colts and the Buffalo Bills.

W-I-T-H broadcasts all Colts games. W-I-T-H broadcasts the professional *basketball* games of the Baltimore Bullets. W-I-T-H broadcasts the *baseball* games of the Baltimore Orioles.

W-I-T-H runs a show called "Sports Special" for two hours every afternoon. And this is followed up every night at 11 by "Sports Final," with all the late results.

W-I-T-H is indeed *the* sports station in Baltimore. W-I-T-H gives advertisers this big PLUS audience of sport fans every day in the week. For low-cost results in Baltimore get the W-I-T-H story from your Headley-Reed man.

WITH

BALTIMORE
MARYLAND

TOM TINSLEY, *President*
HEADLEY-REED, *Representatives*

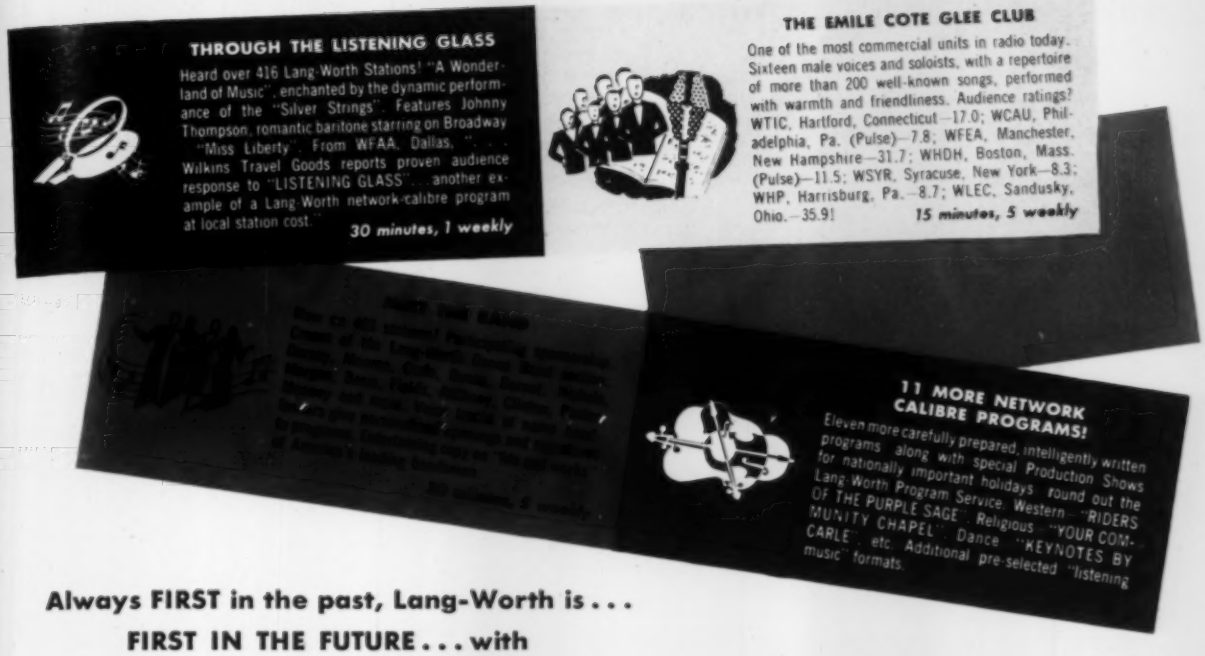
IT IS INEVITABLE!

It is inevitable that Lang-Worth will continue to lead with a program service pledged to increased profits for broadcasters!

Lang-Worth was FIRST with a transcribed library of all Non-ASCAP music—which spearheaded the copyright victory and saved the industry millions of dollars. FIRST to separate, on individual discs, ASCAP from Non-ASCAP for "per program" operation. FIRST to stop waste and confusion in the program department by ditching the elusive index card for "Talendex". FIRST to furnish voice tracks of name artists...authentic program themes, mood music and production aids in abundance.

...and Lang-Worth was FIRST to build "Network Calibre Programs at Local Station Cost". FIRST to publicize these programs with Agencies and Advertisers. In the past ten months over 2000 individual advertisers sponsored 141,856 quarter-hours of these "Network Calibre Programs". Lang-Worth is the most widely sponsored library service in the world!

MIKE MYSTERIES
On 392 stations. Musical show incorporating 2-minute mystery gimmick, written for Lang-Worth by Hollywood's John Evans ("Halo for Satan", "Halo in Blood", etc.) From Bill Laurie, KEBE, Jacksonville, Texas. "...My Sales Manager says . . . easiest-to-sell-show ever offered. Twelve minutes with first prospect and order signed for entire 52-week series!"
15 minutes, 5 weekly


THROUGH THE LISTENING GLASS
Heard over 416 Lang-Worth Stations! "A Wonderland of Music", enchanted by the dynamic performance of the "Silver Strings". Features Johnny Thompson, romantic baritone starring on Broadway "Miss Liberty". From WFAA, Dallas, "... Wilkins Travel Goods reports proven audience response to "LISTENING GLASS"... another example of a Lang-Worth network-calibre program at local station cost."
30 minutes, 1 weekly
THE EMILE COTE GLEE CLUB
One of the most commercial units in radio today. Sixteen male voices and soloists, with a repertoire of more than 200 well-known songs, performed with warmth and friendliness. Audience ratings? WTIC, Hartford, Connecticut—17.0; WCAU, Philadelphia, Pa. (Pulse)—7.8; WFEA, Manchester, New Hampshire—31.7; WHDH, Boston, Mass. (Pulse)—11.5; WSYR, Syracuse, New York—8.3; WHP, Harrisburg, Pa.—8.7; WLEC, Sandusky, Ohio.—35.9!
15 minutes, 5 weekly
11 MORE NETWORK CALIBRE PROGRAMS!
Eleven more carefully prepared, intelligently written programs along with special Production Shows for nationally important holidays round out the Lang-Worth Program Service. Western "RIDERS OF THE PURPLE SAGE". Religious "YOUR COMMUNITY CHAPEL". Dance "KEYNOTES BY CARLE", etc. Additional pre-selected "listening music" formats.

Always FIRST in the past, Lang-Worth is . . .

FIRST IN THE FUTURE . . . with

"The *NEW* Lang-Worth Transcription"

***offering these* 15 ADDITIONAL POINTS OF SUPERIORITY!**

1. GREATER TONAL FIDELITY: A newly developed cutter, important refinements in processing, and a revolutionary patented process of manufacturing combine to produce a plastic reproduction with the highest degree of tonal fidelity ever achieved!

2. LATERAL CUT: Reproduces perfectly with the same sound system you are presently using for phonograph records and commercial transcriptions.

3. ANY STANDARD STYLUS: Not microgroove! Tapered like the letter "V", the groove accommodates standard coarse-line styli of 2½ or 2 mil radius, down to 1 mil.

4. UNIFORM LEVEL: Reproduction of every disc is uniform in overall level.

5. MINIMUM SURFACE: Superior processing and a special plastic result in surface noise that is nil!

6. SUPERIOR DURABILITY: Laboratory tests prove no wear or loss of high frequency response until after the 200th playing.

7. SIZE AND WEIGHT: 8 inches against 16 . . . 2 ounces against 12½ . . . ½ the diameter, ¼ the area, less than ⅙ the weight!

8. SHIPMENTS PREPAID: ALL shipments and releases (including basic library and cabinet) sent PREPAID to subscribers.

9. FREE REPLACEMENTS: Increased 50%. Additional above quota furnished at 60¢ each, transportation PREPAID.

10. CUEING AND LABELING: Optical cueing device—simple, accurate. Cue it in the dark! New label gives title, timing, tempo, source, copyright and vocal entrance.

11. CABINETS AND FILING: One Globe-Wernicke steel cabinet (22x25x32) with roller-bearing suspension, houses the entire basic library (5000 tunes) and 3 years of subsequent releases.

12. ASCAP and Non-ASCAP: ASCAP music never on same disc with Non-ASCAP. Separate discs—distinctively colored labels—vital to "per program" operation.

13. SPECIAL THEMATIC MUSIC: All "special" and program themes, mood music, production aids on separate discs.

14. INSTRUMENTALS AND VOCALS: On separate discs, so labeled. Indispensable in building "all instrumental" or "all vocal" programs.

15. EASIER HANDLING: Minimum weight, size, tougher surface, guarantee easier handling. 1 hour of recorded music weighs 8 ounces!

Samples of the NEW Lang-Worth Transcription—covering every category of good radio programming—are available to you. Use coupon below or your letterhead.

It is INEVITABLE! *Why delay?*

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

LANG-WORTH FEATURE PROGRAMS, INC.
113 WEST 57TH STREET, NEW YORK 19, N. Y.

Gentlemen:

Send full information on Lang-Worth Program Service, with FREE audition samples of "The NEW Lang-Worth Transcription".

STATION: _____

CITY: _____ STATE: _____

TO: _____ TITLE: _____

XUM

Editorial

Video Vicissitudes

TELEVISION is frozen stiff and will remain so for the foreseeable future. TV's upbringing is so confused that even the FCC, as the freezor, probably couldn't recount all the reasons.

This much is evident: The issue no longer is technical, economic or social. It is mostly political. No one wants to be the fall guy.

The FCC cannot be blamed if it seeks to ferret out all available data. The pressures from the Hill have been on it. If it's color that Congress wants to know about, then the FCC is determined to produce all of the information there is on all shades of color.

But the FCC, in our judgment, should not attempt to spoon-feed and plan the whole future economy of TV. It wasn't done in AM and the result was the best aural broadcast service extant—and the healthiest. It was attempted in FM, and while the FCC probably can't be held entirely culpable for what some view as FM's stunted growth, the Commission did attempt to interfere with normal economic and competitive processes.

Another analogy. The automobile industry didn't wait for Kettering to perfect the self-starter. Highways were built to accommodate vehicles of given size and displacement. Designers made vehicles to conform.

The same, it seems to us, should govern the orderly development of TV—whether it be monochrome or color or both. Let the FCC establish the standards—the width and minimum fidelity of the TV channels—based on present scientific knowledge. Then let science and industry conform. That has always been the American way.

Radiopolitics

THE ETHER waves did a little sagging last week (and the week before) under the weight of off-year political oratory—the first since President Truman transfixed the pollsters a year ago.

Some of it was paid political time; some on the cuff. Qualified candidates for public office, and their spokesmen, paid for time as is now the practice in radio (and as is mandatory under Section 315 of the Communications Act.

There was one exception, and that involved the President himself. It happened Nov. 3 over the CBS network and from the Twin Cities. Mr. Truman had jocularly stated that his speech would be purely bi-partisan and non-political. It was about as non-political as a keynote speech at a party convention.

Even before the President spoke, the GOP had asked CBS for equal time. Elmer Davis, former New Deal wartime information director, commented that if ever a political party had the right to demand time for reply, it was the Republican party in this instance.

The President, of course, is entitled to time when he speaks as the head of state. When he speaks as a candidate, or in behalf of a candidate, however, it is quite a different horse.

It is our hope and belief that the Twin Cities event was inadvertent. For, to think otherwise would make a mockery of our established procedures whereby each political party is afforded equal time, either on a pay or no pay basis. In fact, there might be in this a case that would have to be determined by the FCC in its role of enforcer of the Communications Act, and more particularly Section 315 thereof.

Watch the UN Go By!

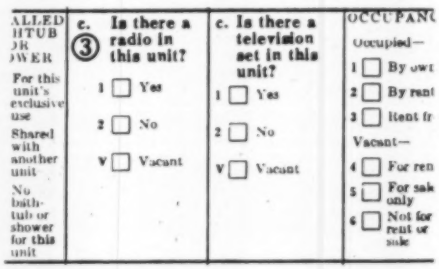
ACTION of the Ford Motor Co. in underwriting the regular CBS telecasts of United Nations proceedings is one that not even the most exacerbated critics of commercial broadcasting can greet with less than acclaim.

Since it was formed, the UN has been accorded prolific coverage by radio and press. But only television really shows the UN in action to large numbers of Americans. To see and hear the nations grappling with the trying problems of our times is to clarify the purposes of the organization.

Ford's willingness to sponsor the telecasts and to forego all product advertising in them is commendable. It enables CBS to transmit UN proceedings, something that would be financially impossible without a sponsor.

We hope that Ford's UN audiences are large and grateful.

The Door-Bells Toll



ALLED HTUB OR OWER	c. Is there a radio in this unit? (3)	c. Is there a television set in this unit?	OCCUPANC
For this unit's exclusive use	1 ☐ Yes	1 ☐ Yes	Occupied— 1 ☐ By own
Shared with another unit	2 ☐ No	2 ☐ No	2 ☐ By rent
No bath-tub or shower for this unit	V ☐ Vacant	V ☐ Vacant	3 ☐ Rent fr Vacant— 4 ☐ For ren 5 ☐ For sale only 6 ☐ Not for rent or sale

STUDY this reproduction. It doesn't look like much. It was plucked from the Census Bureau's 1950 decennial census questionnaire now coming off the presses. But its value to those who toil in radio will be incalculable.

The tabulated answers to these simple questions will show the hold of radio upon the American commonweal. They will depict the progress of television in the few short years since it came of age. They will provide the new statistical bases of the mass radio media which have become an indispensable part of the American living standard.

This Census of Radio and TV (for that's what it is) didn't just happen. It is the result of 18 months of planning and campaigning. It overcame obstacles that seemed insurmountable. The story:

A year-and-a-half ago, the editors of BROADCASTING concluded it would be in the best interests of radio (and TV), and the entire business world, if the decennial census included a count of set ownership. The Census Bureau, plagued by Government economy moves, at first brushed aside our overtures. Moreover, a top-level industry advisory committee informed the bureau (1) that there was "saturation" in set ownership; (2) that there was lack of interest; (3) that the need for economy in this great statistical project augured against any radio questions which, incidentally, would induce demands from other industries.

The campaign started. Endorsements came from state broadcasters' associations, from distribution and research groups, from Government agencies, from the NAB district meetings in formal resolutions, from Broadcast Measurement Bureau. The Census Bureau slowly was being convinced.

Thus, next spring an army of enumerators will begin ringing the door-bells of the nation. The radio and TV questions will be asked. The Census Bureau soon will invite stations and networks to help condition the people for the census-taker's call.

It's now a mutual enterprise. The better the census, the better its statistics.

Our Respects To-

THOMAS CHURCH DILLON

IT ISN'T exactly necessary to fall on your face before an agency convention to become a vice president. But it didn't seem to hurt the chances of Thomas Church Dillon who did just that following his first speech before a BBDO agency session, shortly after he had joined the firm.

The jovial Mr. Dillon has continued to prove himself effective in the agency, and today, three years later, he beams out from behind an executive desk at BBDO, Los Angeles, as vice president and account executive on the Rexall Drug Co. account.

This impressive agency career was preceded by three other careers—in radio, photography and newspapers. Mr. Dillon started in radio in 1923 at the age of eight as sound effects man and general fill-in at WLAG Minneapolis (now WCCO) when the Dillon family lived in the hotel where the station had its studio. There he will be remembered as the man who once "brought broadcasting in Minneapolis to a standstill single-handed" by transmitting chicken pox to the station's two engineers. The station was closed for two days before temporary relief could be mustered.

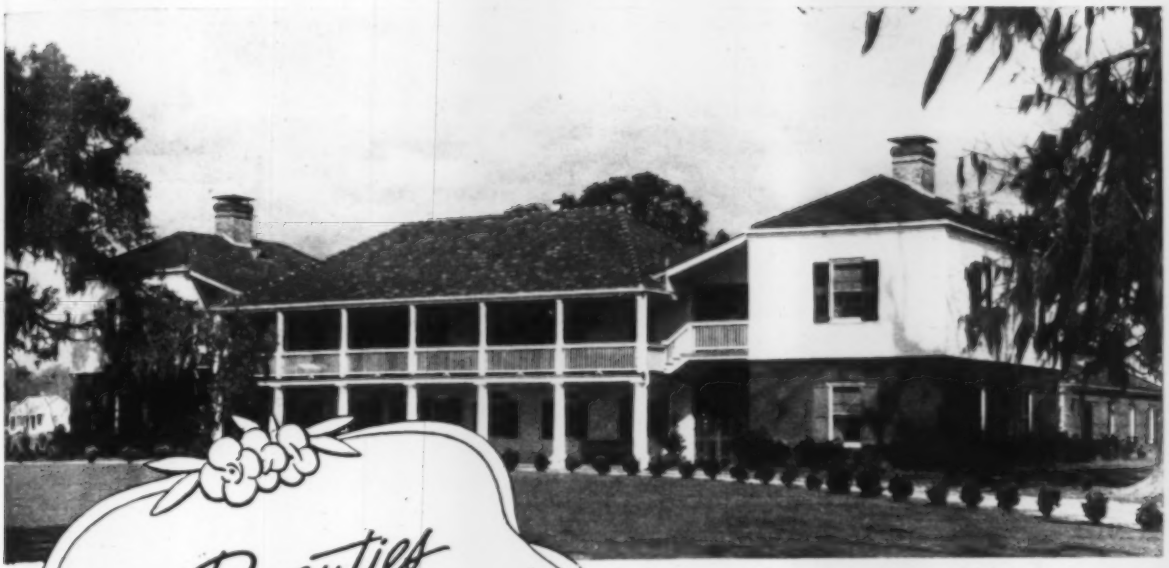
Photography became his meat when he was still in high school. He and a fellow student filmed experiments done by U. of Minnesota doctors and sold them to hospitals. Unfortunately, their thriving business never made any money, says Mr. Dillon, because they were always tossing the profits back into new equipment.

His newspaper career occurred during summers between high school and college sessions when he worked as police reporter on the old *Minneapolis Tribune* where his father, Thomas J. Dillon was managing editor. According to young Dillon his father was anxious to have him work on the paper so that it would discourage his wanting to be a newspaper man. And it would appear to have been successful.

In 1937 the diplomatic corps lost a recruit when Tom Dillon, fresh from a three year education in government at Harvard, joined BBDO in Minneapolis as a copywriter. Waxing poetic over Spam and Cream of Wheat seems to have had a strange effect on him, for later that year he turned in his pencil and left to see the world. For the next year and a half he wandered over the face of the globe spending six months of that time at Tahiti.

BBDO took him back at the end of his spree and he once again settled down to extoll the merits of Minneapolis Brewing (Grain Belt Beers) in addition to Spam and Cream of Wheat. During this time his previous photography experience was put to good use when

(Continued on page 40)



3 Beauties of the Deep South

1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

WWL—LAND

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

Management

ROBERT E. CARROLL, formerly sales manager of WNDR Syracuse, appointed manager WHAY New Britain, Conn.

EDMOND T. McKENZIE appointed assistant general manager of WJBK and WJBK-TV Detroit. He will assist in overall supervision and general development of stations. Nationally known for his disc jockey role of "Jack the Bellboy," Mr. McKenzie has 20 years experience in radio field.

Mr. McKenzie

MEL MURRAY, Ohio State U. radio-speech graduate, appointed station manager of WFOB Fostoria, Ohio.

HAROLD E. MILLER succeeds **WALTER O. MILLER** as station manager of WGAL Lancaster, Pa.

LLOYD MOFFAT, former operator of CKBI Prince Albert, named managing director CKY Winnipeg, Man. New station on 1080 kc with 5 kw is scheduled to go on air Dec. 5.

WILLARD C. SCHRIVER, former manager of municipally-owned WCAM Camden, N. J., sworn in as assistant director of Public Safety of Camden.

Respects

(Continued from page 38)

he was sent into West Virginia coal field to do a movie series on mining for the Berwind Fuel Co. account.

In 1942 he was transferred to the agency's San Francisco office as copy chief. There, while running the copy desk by day, he also helped run San Francisco by night, when he learned how to operate that city's little wonder vehicle, the cable car. His position was that of gripman (the man who guides the car up and down the hills). He fondly recalls many hair-breadth moments when faith was all that kept the car on the rails.

Four years later Mr. Dillon was transferred to the Los Angeles office where he continued as copy chief. In 1948 when the agency acquired the Rexall account, he was made account executive on it. Since then he has been directing the $2 million a year radio account. Besides the NBC *Faye-Harris Show* for which the drug company pays half and the "10,000 independent druggists" the other half, the firm expends a large percent of its budget in regional spot buying. This fall the firm will delve further into television with spot campaigns in larger markets. Last year it was initiated into the new medium with participations on two Los Angeles television stations.

Mr. Dillon reached his present state of grace (vice presidency) this year on the birthday, says he, of another great man, George Washington. One of his first accomplishments following this promotion was to take the wife of one of the Rexall executives to lunch, complete a hearty meal and then find his billfold missing, leaving the lady to pay the check.

Born March 27, 1915, in Seattle, Thomas C. Dillon spent most of his life in Minneapolis.

In 1939 he cemented relations with the opposition when he married Georgiana Adams, daughter of managing editor of the rival *Minneapolis Journal*. Theirs was no hasty affair; they had known each other since they were seven. The Dillons make their home in Brentwood with Thomas A., six, and Victoria, one.

His club affiliations include the Copy Club and the Harvard Club.

Hobbywise, Mr. Dillon is currently attempting to master a new card game rage Canasta which he feels was designed for him because of its lack of complexity. On the side he studies U.S. railroad systems.

WCAU CHANGES

Kelly, Pryor Are Named

JOHN J. (Chick) KELLY, WCAU and WCAU-TV Philadelphia publicity director for the past two years, has been appointed commercial representative for the TV station, it was announced by Donald W. Thornburgh, president of the stations. Mr. Kelly will report directly to Alex Rosenman, WCAU vice president in charge of sales.

Mr. Kelly

Mr. Thornburgh also announced that Robert N. Pryor, WCAU promotion director, will take on the additional duties of directing publicity and will work under the title of director of promotion and publicity. He will coordinate all sales and audience promotion and trade and newspaper publicity. Robert L. Klaus has joined the WCAU promotion and publicity department. He will specialize in publicity. Robert Ives will handle promotion work.

NAMES PHILLIPS

Head of New Booth Outlet

ROBERT W. PHILLIPS has been named general manager of WSGW Saginaw, Mich., new Booth station scheduled to begin regular operations next spring, John L. Booth, president of Booth Radio Stations Inc., has announced.

Mr. Phillips has been affiliated with WSAM Saginaw since 1940. A well known Saginaw station executive, he also is a member of the Exchange Club, Saginaw Elks and various civic organizations. He has been associated with radio in northeastern Michigan since 1939.

Commercial

MILTON CHAPMAN, former senior account executive at WPOR Portland, Me., joins sales staff at WABI Bangor.

WALKER Co., station representative, moved Nov. 10 to new and larger quarters at 347 Madison Ave. Telephone: Murray Hill 3-5830.

KEN JOHNSON, pitcher for St. Louis Cardinals, joins sales staff of KXOK-FM St. Louis, Transit Radio outlet.

FORJOE & CO., Los Angeles (radio representative), moves to new offices at 1127 Wilshire Blvd. Telephone: Madison 6-8329.

JOSEPH E. HALE, for 29 years local display advertising solicitor for *Camden Courier Post*, joins sales staff of WCAM Camden, N. J., municipally operated station.

ROBERT D. WOOD, KNX Hollywood sales service manager, and Nan Harwell have announced their marriage.

FRANK KING, sales manager at KTTV (TV) Los Angeles, is the father of a girl.

WILLIAM D. SHAW, assistant sales manager, KNX Hollywood and Columbia Pacific Network, is on two weeks business trip East to visit New York and Chicago.

WBZ STUDIO

New Auditorium Dedicated

CULMINATING a two year expansion program, Westinghouse's WBZ Boston last Monday unveiled its new auditorium studio, equipped for radio and television.

Three Hub radio veterans, each of them with more than 25 years in the industry, joined in dedication of the studios during the *Marjorie Mills Show*. The three, Miss Mills, James Murley of Broadcast Advertising, and WBZ Program Manager W. Gordon Swan, discussed the early beginnings of radio amidst the surroundings of the ultra-modern studio.

The dedication followed by nearly a year and a half inauguration of commercial television in New England by WBZ-TV. During the period, Westinghouse also constructed Boston's "Radio City" in the WBZ Radio and Television Center.

The two-story auditorium studio measures 68' x 35' x 18' and is equipped with a 28' x 30' x 18' stage, has a banked seating arrangement for 164 persons, clients observation booth and a 16mm projection booth.

Acoustical treatment includes floating polycylindrical and serrated wall surfaces for sound dispersal. Fluorescent lighting is used as a base, with incandescent floods and spots providing the necessary fill-in, modelling and highlighting.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

This is WSYRACUSE AM • FM • TV

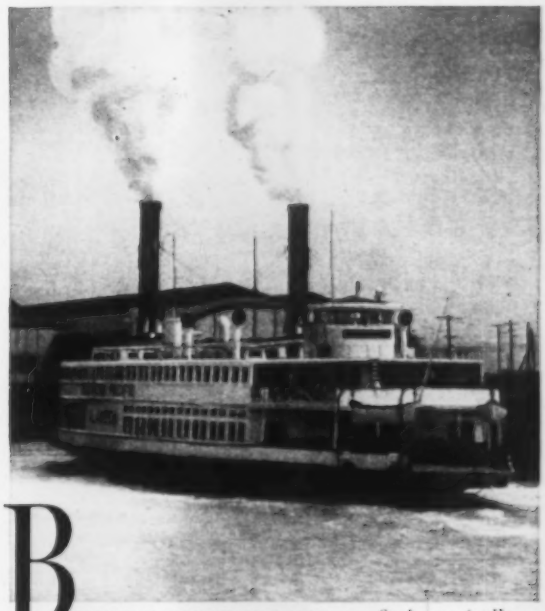
NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

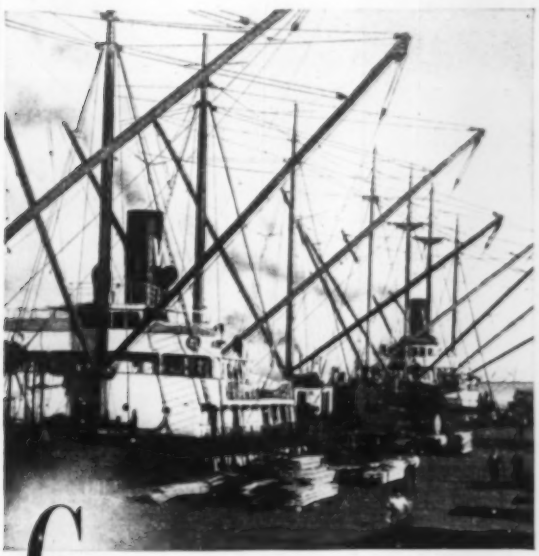
Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

AND YOU CAN LAY TO THIS, mates: sale-ing is mighty smooth when you keep a weather eye on BMB. It proves that ABC delivers the big city markets AS WELL AS the towns outside. Long Beach is one good example; 73% of its radio families are ABC listeners, says BMB.



BOATING ABOUT THE BAY AREA you find practically every cove is an ABC anchorage. In Oakland, for instance, BMB shows that 87% of the radio families are regular ABC listeners—and it's just one of 42 Coast cities where ABC has 50% or better BMB penetration.



CRUISING UP THE COAST to Vancouver, Washington, we find that 70% of the radio families in this busy port tune-in ABC regularly according to BMB. Proof again that ABC's big-time programs build big audiences in smaller centers—and deliver the big cities, too.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · Circle 7-5700—DETROIT: 1700 Stroh Building · CHerry 8321—CHICAGO: 20 N. Wacker Drive DElaware 1900—LOS ANGELES: ABC Television Center · NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

How's Business?

(Continued from page 23)

the FM picture hasn't brightened in the past year in the Atlantic area aside from a few special cases.

The following comments were obtained from station executives selected purely on a geographical basis without regard to size or type of stations. Most of the interviews took place at the NAB District 3 and 4 meetings at Skytop, Pa., and Pinehurst, N. C.

Gordon Gray, WIP Philadelphia, said an exceptionally hot summer had hit retail business in Eastern Pennsylvania. Since the strikes started, he added, some unemployment has appeared in railroads and factories affected by material shortages. Mr. Gray said WIP is ahead of last year, especially in local and national classes.

Prior to the strike period, Philadelphia and other eastern areas were having a good year, according to Dolly Banks, WHAT Philadelphia. Retail business has been better than 1948. The station's gross is up, especially in national and local classes. Labor costs, too, have risen. Miss Banks said business at the Banks' WINX Washington, acquired June 16, has increased "enormously" and the station is now in the black.

The news from Northeastern Pennsylvania is mostly good news, with anthracite working hard after a brief shutdown. George D. Coleman, WGBI Scranton, NAB District 2 director, said radio business is exceptionally good in that corner of the state. In Scranton the lace and textile plants are running at last year's high levels. Overall retailing is off just a fraction, he said. WGBI is having a good year.

Roy E. Morgan, WILK Wilkes-Barre, said a slight falling off in local business at the station had been offset by better national sales. The temporary anthracite shutdown in early autumn had affected general business in the area.

Also in the anthracite belt, Shamokin is riding along with boom production in coal, textiles, clothing and other small industries, according to Charles R. Petril, of WISL. The station is up 20% from 1948, mainly due to local business.

Lancaster is having a good year, with the well-balanced industrial and agricultural groups at peak levels, according to Clair R. McCollough, WGAL, an NAB director-at-large for small stations. WGAL business is at the 1948 level, with costs rising. The station's TV gross is rising steadily, Mr. McCollough said. WGAL-TV took the air last June 1.

At Harrisburg, general business is better than a year ago, according to Herbert Kendrick, WHGB. The station's gross is up 10% over last year, he said, but noted that merchants were getting worried about the strikes.

The north central part of Pennsylvania has had a good business year, according to William K. Ulerich, WCPA Clearfield and WMAS State College. Clearfield was worried about the steel strike because of its big firebrick industry. Both stations are having record sales this year.

Heavy Industry Off

In the south central area of the state, farming and light industry are moving nicely but heavy industry is off slightly, according to John S. Booth, WCHA Chambersburg. Station business is ahead of last year, he said, though costs are rising.

Western Pennsylvania, with an economy centered around steel and coal, has been doing surprisingly well the last two months despite the strikes. With payrolls hit brutally, retailers have been suffering. Cancellations, fortunately, have been few and already signs of a pickup have appeared.

Leonard Kapner, WCAE Pittsburgh, said 1949 has been a good radio year in the area. WCAE is a little ahead of last year despite the strike although automotive business has been down. In the southwestern corner of the state the strikes caused temporary dislocation, according to A. Boyd Siegel, WJPA Washington, Pa., but small steel mills have continued operating and the glass industry is active. Station business is about the same as last year.

Off the northwestern fringe of the Pittsburgh area, WBVP Beaver Falls is having a good year, according to Frank R. Smith. In its 1½ years on the air WBVP has been in the black, he said, with the steady upward climb having leveled off somewhat. The station has not been hurt much by strikes.

Northwestern Pennsylvania has had some plants down, according to David Potter, WNAE Warren, but fabricators have generally remained in operation. Retail business has not been badly hurt. WNAE has enjoyed a "normal increase," he said, though costs are higher.

With diversified industry and agriculture, Maryland didn't feel the strikes to any crippling extent. Shipping was off at Baltimore, and Bethlehem Steel was down quite a while, but the stations as a whole are doing well. WITH Baltimore sales were described as "excellent," but with increasing costs.

L. Waters Milbourne, WCAO Baltimore, said all industries but steel have been busy this autumn after an unusually hot summer. The station had no cancellations during the strikes, he said, and indicated department stores are showing more interest in radio.

Delaware Has Good Year

It's a good year in Delaware, with all business and industry humming, according to J. Gorman Walsh, WDEL Wilmington. WDEL-TV has been on the air four months and sales are steadily increasing, he said, with AM holding 1948 levels. duPont, Hercules and Atlas are active and construction is at a peak.

Washington, D. C., is riding along with government pay increases. Business is up at network stations after the first normal postwar summer. Late summer and autumn have more than offset effects of record July heat. WNBW, NBC's TV outlet, has just had a record month and all four TV stations are increasing their take.

Government spending has offset the slack retail summer, with overall radio business good, according to Ben Strouse, WWDC Washington. AM is holding its level and WWDC spot sales are up. Transit radio is progressing. WWDC feeds local transit with daytime FM programming, shifting to AM-FM duplication at night.

In the Tidewater area of Virginia, station officials report general business at a higher level. Barron Howard, WRVA and WTVR (TV) Richmond, said station business and costs are both rising, along with the general economic trend in the area.

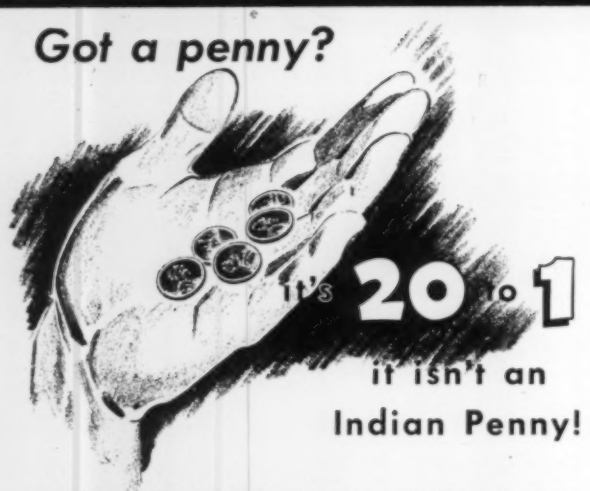
Business in the Norfolk metropolitan area is about the same as 1948, according to John W. New, WTAR Norfolk. Resort business was excellent last summer. National and network sales at WTAR are better.

In the southwestern end of the

(Continued on page 44)

GUESTS as Dallas Advertising League's Nov. 4 luncheon marking National Radio Week are (l to r): Seated—James Foster, KLIF Oak Cliff, Tex.; Mort Dank, KBTV (TV); Alex Keese, WFAA; Dale Drake, WRR; Tom Massey, KIXL, and W. A. (Bill) Roberts, KRLD, all of Dallas; standing—Tom McHale, *Dallas Magazine* advertising manager and Ad League vice president and program chairman; O. L. (Ted) Taylor, president, Taylor Radio & Television Corp.; Richard Kanatzer, KSKY Dallas, and Clyde Melville, Dallas office of Taylor-Borroff & Co.

FIGURE THE ODDS... by KXOK

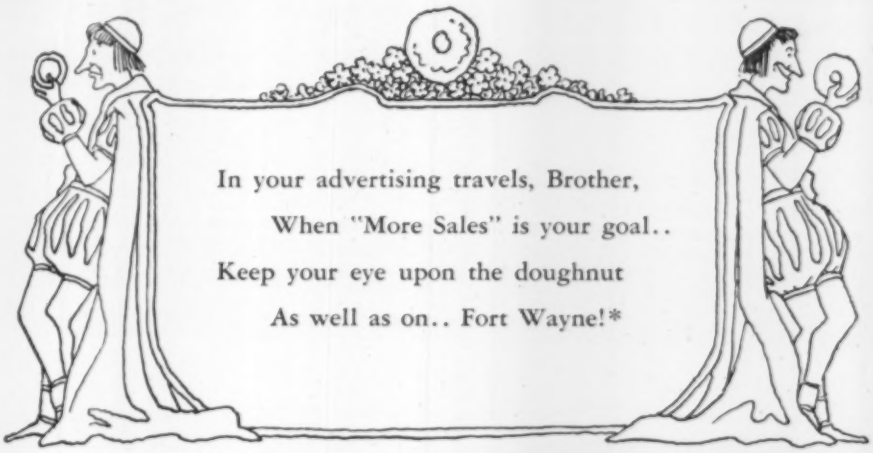


BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

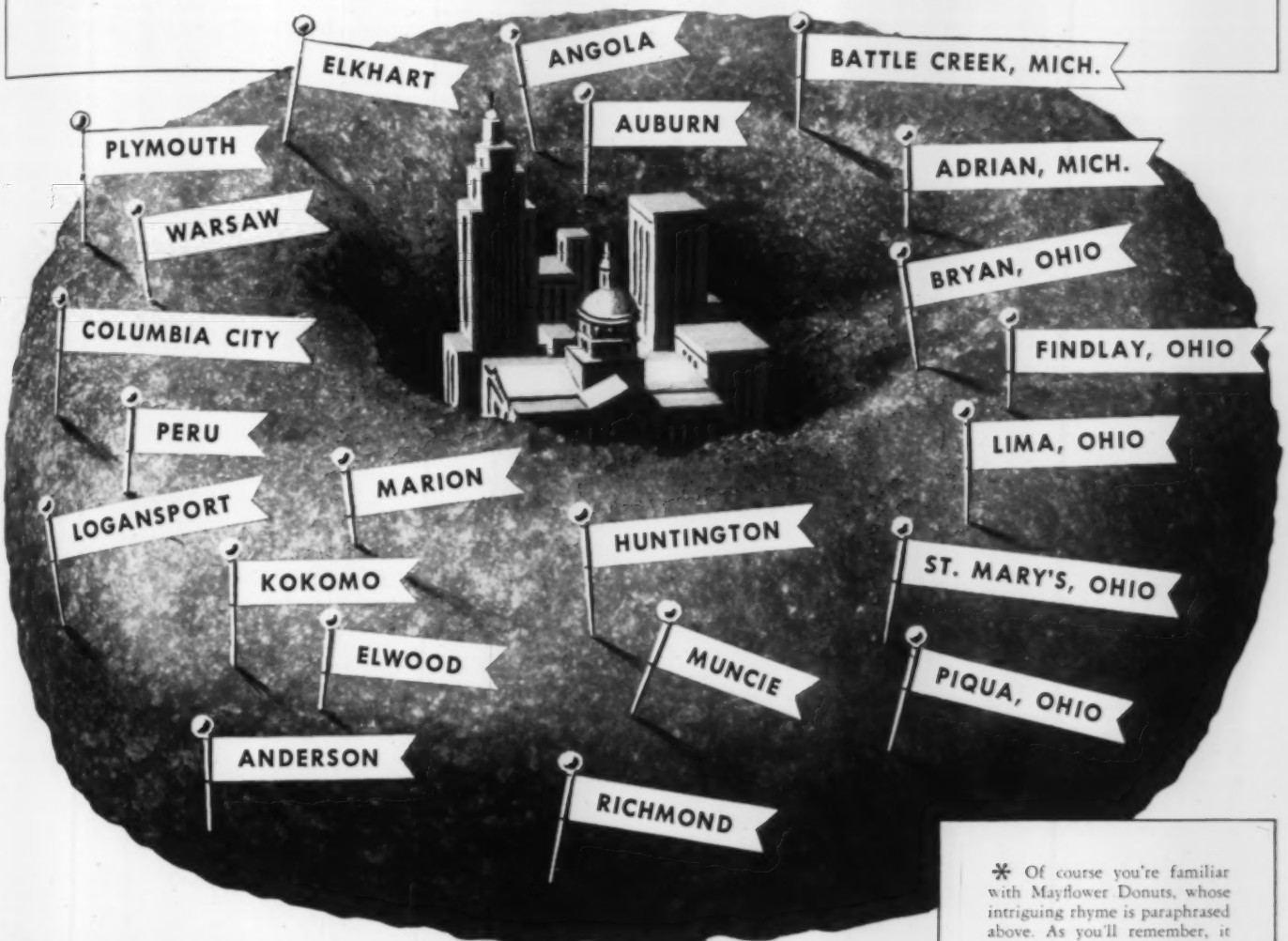
IN BIG ST. LOUIS

KXOK



In your advertising travels, Brother,
When "More Sales" is your goal..
Keep your eye upon the doughnut
As well as on.. Fort Wayne!*

Yes, there's a *whole* lot more to WOWO-land than prosperous Fort Wayne! Here in the heart of the rich Midwest market, WOWO gives you dominant coverage in a *59-county BMB area.* Net effective income is $1½ billion.. *four times* the income of Fort Wayne itself. And WOWO's consistent leadership in Hooper ratings means a tremendous audience at any hour, from the breakfast doughnut to the midnight snack! For availabilities, check WOWO or Free & Peters.



WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

* Of course you're familiar with Mayflower Donuts, whose intriguing rhyme is paraphrased above. As you'll remember, it goes like this:

As you ramble on thru Life, Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!

How's Business?

(Continued from page 42)

state business has been very good, according to James H. Moore, WSLS Roanoke, though coal and steel strikes are leaving their impact. Local and national spot are up at the station, with some Roanoke firms turning to the medium for the first time. Roanoke is a railroad town and therefore sensitive to the coal and steel situation.

Nearby in Martinsville, John W. Schultz, WMVA, reports nylon and furniture industries buzzing after temporary setback. Station business is better than last year, he said.

West Virginia is a coal-oil-gas and steel state. As such it was hit by the strikes, an effect that was felt even before the work stoppages.

In the northern half, WHAR Clarksburg, a postwar station, is running 18% ahead of last year, according to Glacus Merrill. Up to the strikes, a boom year was underway and prosperity is expected as soon as the strikes are ended.

Wheeling Rides Strike

The Wheeling radio picture is healthy, according to William E. Rine, WWVA. Though most business has been hurt, it is riding the strike storm quite well, he said. Retail sales were good prior to the strikes, with the exception of department stores where a slight drop was noted. WWVA, a Fort Industry outlet, is ahead of last year.

The coal strike left its imprint in the southwestern end of West Virginia but stations are ready for a post-strike boom. Railroad employment has suffered with the coal shutdown. In Huntington, Marshall Rosene of WSAZ, says AM sales were running along at the 1948 level prior to September. Flem J. Evans, of WPLH Huntington, has had a similar experience, with operating expenses higher. WPLH offers sponsors a three-way package deal—AM, FM and transit.

Alice Shein, WBTH Williamson, in the coal section of West Virginia, said station sales are about the same as a year ago. Costs are higher but leveling off, she said. Business locally is better and an upsurge in retail sales is expected.

Raleigh, N. C., businessmen are doing well and look forward confidently to 1950, according to Richard H. Mason, WPTF. The station's business was off early in the year but autumn is running ahead of 1948 and the annual totals will be about the same. George T. Case, WNAO Raleigh, noted a steady upward trend since March 1948.

Jack Younts, WEEB Southern Pines, secretary-treasurer of the state broadcasters association, visited all North Carolina stations and found business generally good, with many managers able to cut costs. Department store sales in Southern Pines are up and the station's revenue will be better than a year ago.

Business is looking up in Winston-Salem, according to Harold Essex, WSJS. E. J. Gluck and R. S. Morris, WSOC-AM-FM Charlotte, report the city is growing rapidly as a distribution center, with the area expecting a good winter. At Burlington, E. Z. Jones, WBBB, reports many new local accounts for AM and FM, though operating costs are rising. Businessmen look for an active winter. At Greensboro, Gaines Kelly, WFMY (FM) and WFMY-TV, said the FM outlet's income is up 35% with special emphasis on sports. The TV outlet took the air Sept. 22. G. M. Hutchison, WBIG Greensboro, expects a good fourth quarter this year, with spot running 10% ahead of 1948. No sign of recession in the area, he said.

First upturn in three years was noted in New Bern, Eastern North Carolina, by Louis N. Howard, WHIT. In nearby Clinton, George S. Walston, WRRZ, said the agricultural area's diversification was keeping general business at a high level. Lester L. Gould, WJNC Jacksonville, said local business is better. J. Frank Jarman, WDNC Durham, said national spot is coming back, with local and network business rising. Merchants look for a better winter than a year ago.

Tourist Business Better

Asheville is having a good year, according to Don S. Elias, WWNC, and Harold H. Thoms, WISE. Tourist business has been better and textiles are improved, though some western North Carolina industries are off 5% to 10%. No depression fears are apparent in the city and 1949 looks like a good year. Mr. Elias said WWNC is in a better position profitwise than a year ago, with spot and network gains more than overcoming a local dip. Mr. Thoms said improved staff efficiency is keeping costs down at his group of stations, with grosses better for the year. He reminded that North Carolina is now the leading furniture state. Pickup in government spending has helped his WEAM Arlington, Va., in the Washington metropolitan area.

There's optimism in South Carolina this fall, and Walter J. Brown, WORD Spartanburg, calls attention to the way business has bounced back after a summer that had its slack moments. Department store timebuying is on the upgrade at WORD, along with insurance and groceries. National business is holding its own, he said.

At Greenville, S. C., Paul H. Chapman, of the WFBC sales staff, reported area business better than last year, with a pickup in auto sales. Retail business dipped for a while but the textile industry is strong again in this textile center.

Charleston, S. C., is one of the Southeast's brighter spots, according to John M. Rivers, WCSC president, with the city leading the Richmond federal reserve district in retail sales and several new industries entering the picture. Businessmen see no immediate danger of a depression, he said. WCSC is running slightly ahead of last year, with costs down just a shade as AM and FM operations cost less than AM only a few years ago.

Talking over plans for MBS drive are (l to r) Mr. Schmid; "Mister Plus," campaign character, and James Tyler, MBS director of advertising.

* * *

MBS CAMPAIGN

Advertising Drive Set

NEW trade character, "Mister Plus," will dramatize the major MBS advertising campaign to be launched next week.

The drive, with full-scale plans announced by Robert A. Schmid, Mutual vice president, will open with a continuing series of two-page spreads throughout the business press, designed to promote the entire medium of network radio, and certain "plus differences" of Mutual.

One basis for the campaign stems from new homes-per-dollar findings by A. C. Nielsen Co., Chicago. These findings, Mr. Schmid says, represent "first, a big step toward the goal of complete precise cost data for the entire medium, and second, a realistic reason-why for buying Mutual time."

"Mister Plus," representing an animated plus-mark with microphone head, will appear, in appropriate costume and action in each of the ads, with the campaign theme lettered across it: "The Difference Is Mutual!"

Among the differences to be highlighted in the campaign, according to the network, are: Lower time costs; more homes delivered per dollar; 500 stations, 300 of which are "the only network voice in town"; maximum hook-up flexibility; free "where-to-buy-it" cut-in announcements.

Ever need "sudden service" on SPOTS?

Sometimes you've just got to get your spots recorded and pressed in a hurry. Yet you must have *quality* too. That's where RCA skill and RCA equipment make all the difference.

As they do in every recording and pressing requirement! At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

First in the field!

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

114 East 23rd Street
New York 10, New York
MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

WNBC
New York, N. Y.
USES
Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill

PT6-JA

A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

NBC Reorganizes

(Continued from page 25)

duction services, headed by Fred Shawn, former manager of television operations; stations relations, headed by Sheldon B. Hickox Jr., former manager of the NBC stations relations department; and technical operations, headed by Robert E. Shelby, former director of TV engineering operations.

Under Mr. Wile will be new program development, headed by Fred Coe, no change; talent, headed by Carl Stanton, former manager of talent and program procurement; program production with producers Richard Berger, William Garden, George McGarrett, Victor McLeod, Roger Muir and Ernest Walling; and continuity acceptance, to which no one has been assigned.

Under Mr. Frey will be Edward Hitz, former assistant director of network sales, as eastern sales manager; Eugene Hoge, formerly on the network's Chicago sales staff, as midwestern sales manager; and Robert W. Sarnoff, former national manager of program production, as head of program sales.

To Develop Shows

Mr. Blackburn's reassignment to the Hollywood office was reportedly a move to develop some present shows now on NBC radio into television properties. Among them are said to be the Bob Hope, Phil Harris and Alice Faye, Fibber McGee & Molly and Eddie Cantor shows.

Messrs. Smith, Wile and Frey will be the operating executive echelon directly under the television chief, Mr. Weaver, the announcement said.

Still other subdivisions will be created within the television organization, it was learned. All will be assigned in relation to the total separation of the network into the three operating units.

At week's end, it was reported, the following NBC departments had been advised they would be spilt with part of their staffs going to television and part to radio: News, advertising and promotion, and sports.

No final reassignments of personnel in those departments had been made late last week, but it was authoritatively speculated that William F. Brooks, vice president in charge of news and special events, would become chief of radio news and that Francis C. McCall, now director of news and special events, would become chief of television news and special events with Adolph J. Schneider, now director of television news and special events, as his lieutenant; that Charles P. Hammond, now vice president and assistant to Mr. Trammell with principal responsibilities for advertising and promotion, would become chief of radio advertising and promotion. Other reassignments within the three departments whose distribution among the three new operating units was immediately scheduled could not be learned.

Another department, research, will also be affected, it was learned. It was understood that each of the three operating units would include its own research group. How the reassignments would be accomplished was also unknown.

Aside from the temporary assignment of Mr. Denny to head the new radio and owned and operated stations units, the only high-level appointment to be positively made in that area was that of Harry C. Kopf, as vice president in charge of sales of the radio unit, it was learned [CLOSED CIRCUIT, Nov. 7]. Mr. Kopf is now the network's administrative vice president in charge of sales and stations.

Press Department Intact

One department will remain intact under present plans, with its television and radio activities integrated. That is the press department under Vice President Sydney H. Eiges.

As the reorganization began to take shape, it became known that Mr. McConnell was not following exactly the plan proposed by Booz, Allen & Hamilton, the management consultant firm hired to survey the present company structure and suggest its redesign.

Mr. McConnell's reconstruction of the network, however sweeping, will by no means be as rigorous as that proposed by the consultants, it was ascertained.

For example, it was learned, the Booz, Allen & Hamilton report suggested a considerable reduction in the number of vice presidents. Mr. McConnell, however, has determined that no incumbent vice president will lose his officership in the company, because of reassignment, it was reported.

One principal purpose of the reorganization as seen by Mr. McConnell, it was understood, is to remove as many people as possible from the top staff level and place them in operational jobs.

One staff level executive, Henry Ladner, who since March 1948 had been assistant to Administrative Vice President MacDonald, resigned last week to enter the private practice of law.

Mr. Ladner will open his own offices in the Bar Bldg., 36 West 44 St., New York. He had served in NBC since 1935, first as assistant general counsel, later as acting general counsel, and finally as assistant to Mr. MacDonald.

No large reduction in personnel is contemplated in the reorganization, it was said, although several staffers last week were reportedly advised their jobs would be eliminated.

The three executives who were appointed last week by Mr. Weaver as his chief operating lieutenants are radio and television veterans.

Mr. Smith, who has been in radio more than 20 years, was general manager of NBC's Washington station, WRC, before he became the network's director of television operations in February 1948.

Mr. Frey entered radio in 1924 on the staff of WEAF New York, now NBC's key outlet, WNBC. He became sales service manager of the network in 1940 and manager of eastern sales in July 1946.

Mr. Wile was operations supervisor of the radio-television department of Young & Rubicam, where he served with Mr. Weaver, who was vice president of radio and television, until joining NBC with Mr. Weaver last July. Mr. Wile had been with Y&R since 1934.

That Mr. McConnell had virtually made up his mind on the redisposition of his staff was evident in the fact that he had summoned managers of NBC owned and operated stations to New York for conferences today (Nov. 14).

It was understood he intended to outline to them the shape the new owned and operated stations unit of the company would take, and advise them of procedural changes involved in the reorganization.

BROTHERHOOD WEEK

Radio Plans 1950 Program

RADIO's plans for the 1950 observance of Brotherhood Week were discussed at the National Conference of Christians & Jews Armistice Day luncheon meeting held Friday at the Mayflower Hotel, Washington.

President Truman was present at the luncheon along with other dignitaries from government, industry and the church. Meeting followed the general session Thursday at the Willard Hotel. Preceding the luncheon, Brotherhood Week leaders heard radio, newspaper and advertising executives speak. Featured on this panel was John Hayes, general manager of WTOP-CBS Washington.

Frank Stanton, CBS president, chairmaned the Committee for Radio, and participated in a discussion with leaders planning Brotherhood Week, including Lee Bristol, of Bristol & Myers and the Advertising Council, chairman of the Committee for Advertising, and Erwin D. Canham, of Christian Science Monitor and past president of the American Society of Newspaper Editors, head of the Committee for Newspapers.

Business is *good* in Norwich, Conn.

TWENTY-ONE new local and national accounts signed in October. All of these on long term contracts. We will be pleased to send you the names of these new advertisers on . . .

WICH

FULL TIME 250 W 1400 KC

Norwich, Conn.

JOHN DEME, GEN. MGR.

"VIC" DIEHM says:

IT TAKES ALL KINDS of IDEAS to run a RADIO STATION!

for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.

REPRESENTATIVES:

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

N. Y. RETURNS

Radio-TV Blanket Elections

SOME $40,000 worth of time and facilities was devoted by radio and television stations to coverage of New York's elections last Tuesday. While some New York stations sold spot time throughout the evening, only three—WCBS, WCBS-TV, WNBT (TV)—were known to have sold the coverage as a package.

Although city and state results were fairly definite early in the evening, most of the stations continued coverage until at least midnight, with 24-hour stations adding bulletins throughout the night.

Concession of defeat at 10:22 p.m. was made by Republican-Liberal-Fusion candidate for New York City mayor, Newbold Morris, in a pooled broadcast from his headquarters, followed shortly after by victory statements from Herbert H. Lehman, Democratic candidate for N. Y. State Senator, and William O'Dwyer, New York's incumbent mayor. Vito Marcantonio, defeated American Labor Party candidate for mayor, waited until after 12:30 a.m. for his statement.

WCBS was the only dual New York operation which sold both its radio and video coverage of the election. Through BBDO, New York, F. & M. Schaefer Brewing Co., Brooklyn, for its ale and beer, sponsored returns on WCBS. Results were aired from the CBS network's main newsroom, and from headquarters of the four leading contestants in the city and state races.

United Fruit Co., through Wendell P. Colton Agency, both New York, picked up the tab for the WCBS-TV operation.

While WNBC carried its coverage sustaining, using only the 11:30 p.m. to 12 midnight spot for steady returns and breaking into regular programs with bulletins, WNBT (TV) sold its tallying operation also to Schaefer through BBDO. Television program ran from 11 p.m. to 12:15 a.m.

WOR New York did not obtain a sponsor for its coverage, packagewise, but it did sell 15 one-minute spots to MGM for the movie, "Battleground." The spots were spread over a three-hour period.

The station had remotes from six major campaign headquarters, and in the Times Square area.

Botany Mills, Passaic, N. J., for its fabrics, bought 11 one-minute spots on WJZ during election night coverage which started at 7 p.m. on radio and on video at 8 p.m.

While the WJZ AM operation was much like other stations, with remotes from campaign headquarters, WJZ-TV utilized a novel technique by superimposing election vote totals on the screen during its 9:30-10 p.m. telecast of *On Trial*.

Overall operation of radio and TV was supervised by Thomas Velotta, ABC vice president of news and special events, and directed by John T. Madigan, ABC news director.

WFDR (FM) aired returns of all New York state elections from 7:15 p.m. until midnight, with the aid of the telephone. Newsmen at the station telephoned to such upstate New York stations as WGR Buffalo, WSYR Syracuse, WHCU Ithaca and WPTR Albany for latest returns, and broadcast the voices of those stations' newsmen as they reported. In the same manner, WFDR handled its reports from local campaign headquarters.

Quentin Reynolds, reporter and author, headed the team of experts employed by WNEW in its coverage which started at 8:15 p.m., and continued through the night. It also carried portions of the election broadcasts of WNYC, the municipal station, when WNYC had to sign off at 10 p.m.

WOMEN'S SHOWS

Income Producers, AWB Is Told

By BETTY STONE

WOMEN'S programs are the most important type of participation shows in radio, Lloyd George Venard of Edward Petry & Co., New York, told members of District 2, Assn. of Women Broadcasters, at the group's annual conference, held Nov. 5 and 6 at New York's Hotel Astor.

It was recently revealed, Mr. Venard said, that a leading network station in New York City got 40% of its non-network income from participation shows—and women's shows rank second in that classification.

Alleviating the women's fears about video's effect on their importance as AM broadcasters, Mr. Venard reminded them that more newspapers are being sold today at more money than ever before, and that more phonograph records are being sold at higher prices than ever before, in spite of pessimistic predictions 25 years ago that radio would spell their demise. He assured them that just as a newspaper is no better than its woman's page, so the best radio stations are those with the best women's shows.

Stressing the importance of women's show listeners, Mr. Venard stated that as a buying group they spend 95% of food and department store money, and are responsible for four out of five of other dollars spent.

Earlier in the day, Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, told the women their shows pulled more at a lower cost than anything else she had bought in radio. One reason for this, she explained, is that listeners to women's broadcasts are not necessarily seeking entertainment—primarily they listen to learn.

Maurice B. Mitchell, BAB director, speaking also at the morning session, urged women broadcasters to concentrate some of their efforts on learning about their sponsors' problems, sales peaks and depressions, and on helping move merchandise. He pointed out that the woman broadcaster is in reality a commercial announcer who can deliver personal recommendations as one person would deliver it to another.

Following luncheon, the AWB members attended a panel discussion on "Tomorrow's Pot of Gold—TV." Participating were Frances Buss and Dorothy Doan, both of CBS-TV, and both associated with the network's daytime show, *Vanity Fair;* J. R. Poppele, vice president in charge of engineering, WOR-AM-TV New York; Elizabeth Neebe, editor of the Campbell-Ewald Co. publication, "Television Topics"; George Wallace, NBC sales promotion manager.

Miss Buss and Miss Doan discussed the programming problems on daytime TV. Miss Buss cautioned those entering the medium in the future to lay less emphasis on format than on material.

Mr. Poppele compared the intricacies of AM and TV operations, pointing out that the most simple video program might need as many as 14 persons in attendance, as compared with perhaps two or three for the same type of radio show.

Already TV has taught the motion picture industry how to survive, Mr. Poppele said, by providing an economical product to compete with other media of entertainment.

Speaking on video commercials, Miss Neebe stressed the importance of tying them to familiar, believable experiences to heighten their selling power. "The best video commercial," she said, "is one that follows a simple, interesting format and carries it out with precision.

Emphasizing the relationship of likeable commercials to actual sales results, Mr. Wallace revealed the first of several findings from a soon-to-be-released survey made for NBC-TV by Hoffstra College, Hempstead, L. I. Based on a program sponsored by a manufacturer of a "low-price, rapid turn-over, mass-produced item," the survey asked whether people were viewers of the program; whether non-viewers; whether they saw the commercial; whether they liked it.

Results showed, Mr. Wallace said, that more viewers of the program used the product than non-viewers, more of those who had seen the commercial used the product, and even more of those who liked the commercial used the product. Users of the product were classified into two groups—those who use it regularly, and those who bought it within the month being studied.

Sunday morning's session was devoted to a breakfast party and a short business meeting.

It's a Great Combination

ABC **WEAV** 1000 W 960 kc

PLATTSBURG, NEW YORK

Joseph Hershey McGillvra, Nat. Rep.

Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.

CBS **WENT** 250 W 1340 kc

GLOVERSVILLE—JOHNSTOWN

Joseph Hershey McGillvra, Nat. Rep

GraybaR recommends AMPEX Tape Recorders

AMPEX 300S AMPEX 300C

For reproduction that gives true-to-life fidelity, for ease of operation, for simplicity and accuracy in editing, Graybar recommends Ampex magnetic tape recording equipment.

Broadcasters, recording studios, and advertising agencies know the name Ampex means the finest in tape recorders. Both the Ampex Series 200 and 300 are used extensively for big-name recorded broadcasts because of its quality, design, and performance. The new Series 300 models are compact, attractive and especially flexible in application—interchangeable for rack, console, or portable use. AND . . . they are priced within the range of other types of recording equipment—at a level which represents a practical investment for even a small studio.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y. 490R

TECHNICAL HIGHLIGHTS OF THE AMPEX 300

FREQUENCY RESPONSE:

At 15 inches + 2db. 50—15,000 cycles.
At 7.5 inches + 2db. 50—7,500 cycles.

SIGNAL-TO-NOISE RATIO:

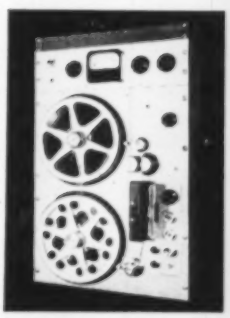
The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

FLUTTER AND WOW:

At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .2%.

STARTING TIME:

Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)



AMPEX 300R

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1,20) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1,20)
Microphones, Stands, and Accessories (1,3,6,7,8,20)
Monitors (1,4)
Recorders and Accessories (9,19)
Speech Input Equipment (1)
Test Equipment (4,10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2,12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1,2,18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3,8,14,15,16,17)

MANUFACTURED BY:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Karp Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant; (18) Machlett; (19) Ampex; (20) Altec Lansing

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 6-4100
CINCINNATI W. H. Hansher, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Baltimore 1644
LOS ANGELES R. B. Thompson, Angelus 3-7283
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grosset, Allegheny 1-4100
RICHMOND E. C. Toms, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 1-5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700

NARBA Action

(Continued from page 25)

value to be determined by bilateral agreement between the countries concerned. The present value is 25 uv/m with no station nearer than 650 miles, with minor exceptions. The plenary session eliminated IIIA and IIIB stations, with all now are classified as III.

Delegates to the conference perused two collateral documents—a letter from Carlos Maristany, Cuban undersecretary of communications, to Eduardo Hector Alonso, president of the Cuban Federation of Broadcasters, and the translated version of a radio speech by Goar Mestre, CMQ Havana director, as reported in the Nov. 1 issue of *Diario de la Marina*, Havana.

Senor Maristany, upon returning to Havana from Montreal, viciously attacked BROADCASTING for "attacks against my humble self" and charged the magazine forgets his "defense of a complete order in high frequency broadcasting throughout the world" during the Mexico City conference last winter.

"Whether the magazine BROADCASTING likes it or not," he wrote, Cuba's delegates "are guided by the same spirit, the straightforward determination, of not returning to Cuba unless it be with the gallant posture with which they have always returned from all of their missions."

He said the Cuba of 1949 is a lot different from the Cuba of 1937, when the first NARBA was drawn up and when it had an infant broadcasting industry "with very limited investments and without any fighting spirit." He added that "as long as the American industry lords do not awake from their 1937 dream and consider Cuba as she should be considered according to her rank and as a result of her indefatigable efforts, the solution to these problems will not appear on any horizon."

Senor Mestre directed pointed criticism at NAB District 4 (D.C., Va., W. Va., N. C., S. C.) broadcasters for their Oct. 18 resolution calling on the government to impose economic and financial sanctions against Cuba and Mexico to stop interference [BROADCASTING, Oct. 24]. He suggested the district broadcasters "should have waited to present their demands reasonably before the Montreal conference" so they could be discussed "serenely, in the light of purely technical considerations and in a spirit of international cooperation and mutual respect."

He conceded Cuba could not deny that "certain irregularities have occurred" but blamed them on "an initial agreement which was abusive." Senor Mestre quoted out of context comments in the Oct. 24 BROADCASTING in which results of a poll of the Montreal delegation were announced.

FIRST 15 PACIFIC HOOPERS—October 1949

Program	No. of Stations	Evening Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny* (CBS)	6	American Tobacco (BBDO)	31.6	25.8	+5.8	2
Walter Winchel (ABC) (Indicative only)	6	Kaiser-Frazer (Weintraub)	21.6	21.5	+0.1	4
Charlie McCarthy (CBS) (Indicative only)	6	Coca-Cola (D'Arcy)	21.3	14.4	+6.9	16
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Son (NL&B)	21.3	24.7	—3.4	3
Red Skelton (CBS) (Indicative only)	6	Procter & Gamble (B&B and Seeds)	18.1	15.3	+2.8	12
People Are Funny (NBC)	6	B. & W. Tobacco (Seeds)	18.1	19.1	—1.0	5
Radio Theatre (CBS)	6	Lever Bros. (JWT)	17.8	17.0	+0.8	8
My Friend Irma (CBS)	6	Pepsodent Div.-Lever Bros. (FC&B)	17.4	13.7	+3.7	22
Bob Hope (NBC)	6	Lever Bros. (BBDO)	16.1	25.9	—9.8	1
Horace Heidt Show (CBS)	6	Philip Morris (Biow)	15.9	17.1	—1.2	7
The Whistler (CBS)	6	Signal Oil Co. (Stebbins)	15.3	13.6	+1.7	23
Judy Canova (NBC) (Indicative only)	6	Colgate-Palm.-Peet (Bates)	15.2	13.9	+1.3	21
Bob Hawk (CBS)	6	R. J. Reynolds Tobacco (Esty)	15.0	14.9	+0.1	14
Burns & Allen (CBS)	6	Block Drug (C&P)	13.9	10.2	+3.7	41
Our Miss Brooks (CBS)	6	Colgate-Palm.-Peet (Bates)	13.8	5.9	+7.9	81

* Second broadcast on same day provides more than one opportunity to hear program.

Open Mike

(Continued from page 10)

duce action by the rest of the industry on the scale necessary to solve the problem in the time available?

Edwin H. Armstrong
Professor, Dept. of Elec. Engineering
Columbia U., New York

* * *

KSD-TV Corrects

EDITOR, BROADCASTING:

Referring to the Telestatus Report No. 82, on page 46 of the Oct. 24 issue of BROADCASTING, there was a serious error in your tabulations referring to KSD-TV.

You gave KSD-TV a total of only 49 September advertisers, whereas the correct figure is 69, which is arrived at by adding the figures you quoted . . .

. . . Correct figure shows that KSD-TV had a gain of 12 accounts over the 57 accounts the stations had for the month of August . . .

George M. Burbach
General Manager
KSD St. Louis

[EDITOR'S NOTE: Statistics used in the Telestatus report were furnished by N. C. Rorabaugh Co. The typographical error referred to is regretted by that company and by BROADCASTING.]

FM'S STATUS

Reviewed at Philadelphia

BRIEF for FM broadcasting was put forward at a meeting of FM station executives, radio distributors and manufacturers in the Philadelphia area Nov. 9 at the Officers' Club of Philadelphia in the John Bartram Hotel. Host was WFLN (FM), Philadelphia's only completely FM station, owned by the Franklin Broadcasting Corp., of which Lawrence M. C. Smith is president.

After a message of welcome by Mr. Smith, WFLN's General Manager Raymond S. Green, toastmaster, introduced the following speakers: Dr. Millard C. Faught, president of the Faught Co., New York, management consultant; Edward L. Sellers, executive director of the FM Assn., Washington, D. C.; Hugh Boyer, district manager for Zenith Radio Corp.; Walter L. Lawrence, associated with RCA Victor Div. promotion department, and Raymond F. George, national sales promotion manager of Philco Corp.

A committee consisting of Mr. Green, chairman; Paul Alger, vice president of WSNJ-FM Bridgeton, N. J.; Frank A. Wellman, WLAB-FM Lebanon, Pa., and William Maron, general manager of WPOE Elizabeth, N. J., will investigate the possibilities of forming an FM group to explore problems confronting FM stations.

Others attending the meeting included:

Benedict Gimbel and Gordon Gray, WIP Philadelphia; Robert E. White, Harvey McCall, James P. Begley, and L. R. Rawlins, KYW Philadelphia; William B. Caskey, WPEN Philadelphia; Joseph Connolly, Jack G. Leitch and George Lewis, WCAU Philadelphia; John Morgan Davis, Joseph Lang and Rupe Werling, WIBG Philadelphia; James A. Flynn, WXNJ(FM) Plainfield, N. J.; E. D. Lucas Jr., Philco; G. B Fadden and W. J. Horn, Philco Distributors; A. Fischer, C. M. Lewis and David Bain, RCA Victor sales; George Lewis, WLYC Williamsport, Pa.; J P. McCarthy, WTOA Trenton, N. J.; Richard J. Elias, Everybody's Supply Co.; Charles Bunce, Elliott Lewis Corp.; C. F Gill, Stromberg-Carlson, Rochester, N. Y.; Harry A. Doull, Zenith; H. A. Friedel, Philadelphia Wholesale Distributors; W. Vogdes, Motor Parts Co.; Ben Ventra and Irving Witz, Emerson; L. D. Danenbaum, Motor Parts Co.; O. R. Davies, WKAP-FM Allentown; Mrs. M. E Magargee and Madge Magargee, WGBI Scranton.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

AGENCY MERGER

Mitchell-Faust Joins Schwimmer & Scott

MITCHELL-FAUST Advertising Co., 45-year-old Chicago agency, has merged into Schwimmer & Scott, with the exception of two accounts. Most of the executive personnel also was shifted.

Paul E. Faust, who helped found the American Assn. of Advertising Agencies and who was M-F president since 1914, and Treasurer Lyman L. Weld will devote their time to handling the Feature Foods Radio Shows. They were operated previously as a Mitchell-Faust affiliate. The package was considered the firm's biggest moneymaker.

Mr. Faust joined the firm of Mallory & Mitchell, in 1914, when the firm name was changed to Mallory, Mitchell & Faust. In 1921, when Mallory withdrew, the company became Mitchell-Faust. It held membership in AAAA, the Audit Bureau of Circulation and the National Outdoor Bureau.

Holman Faust, vice president and radio director; R. A. L. Herweg, secretary, and Earl E. Sproul, account executive, will do account work at Schwimmer and Scott. Among transfer clients are Nu-Enamel Corp. (paints); W. F. Straub and Co. (honey and prune juice); Nicolay-Dancey Co. (New Era Potato Chips), Chicago advertising only; Hixson Products (package puddings); Worcester Salt Co. (Ivory Salt); Sanford Ink (inks, mucilage, paste); and Rap-In-Wax Co. (paper).

Two accounts went to Aubrey, Moore and Wallace — Moorman Manufacturing Co. (livestock feeds) and Horton Manufacturing Co. (washing and ironing machines). These will be handled by D. R. Collins and Russ Cunningham, who transferred from M-F.

Mary Poloson, timebuyer at M-F for four years, is now at Henri, Hurst & McDonald.

Upcoming

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

• • •

Nov. 13-14: NAB Finance Committee, NAB Hdqrs., Washington.
Nov. 14: NAB Structure Committee and BAB Committee, NAB Hdqrs., Washington.
Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.
Jan. 9-13: NRDGA 39th annual convention, Hotel Statler, New York.

FLORIDA MEET

Hits FCC Delays

SHARP criticism of FCC for "its policy of delay and procrastination" in considering applications for improved facilities, with "unreasonable and paralyzing hardship on Florida stations," was voiced by the Florida Assn. of Broadcasters, meeting Nov. 4-5 at Sarasota. Growing interference from Cuban and Mexican stations led to request for action on long-delayed clear channel case.

William G. McBride, WDBO Orlando, past FAB president, was given a plaque for his services. W. Wright Esch, WMFJ Daytona Beach, presided. U. S. Senators Claude Pepper and Spessard Holland addressed group. Other speakers included: Kenneth Ballinger, FAB legislative representative; Dorsey Owinge, BMI; W. Walter Tison, WALT Tampa.

PILLSBURY SHOW

'House Party' Moving to CBS

PILLSBURY MILLS Inc. Jan. 3 will move its *House Party* from ABC to CBS, William C. Gittinger, CBS vice president in charge of sales, announced last week.

The Gary Moore Show, now heard on CBS Mon.-Fri., 3:30-4:30 p.m., will be heard 4-5 p.m. across the board, to make room for the Pillsbury show, scheduled for 3:30-3:45 p.m., Mon.-Fri. Agency for Pillsbury is Leo Burnett Co., Chicago.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Timebuyers

(Continued from page 31)

lightening dashing off in all directions, etc.

If they are included, any radio home or population figures often do not specify the source. Hardly anything ever bears a printed date but, fortunately, our people always stamp the date on any promotion received.

What would you do?

Here is what we do—to the best of our ability we piece together what appears to be an adequate number of stations and markets to do an effective job. We cannot—and will not—recommend the addition of stations without evidence that such an addition is necessary. Often common sense and experience elsewhere indicate the inside, local station has the audience but too many times the station being considered has supplied us with no information to back up our thinking.

At times, the timebuyers have been forced to fall back upon such vital and significant facts as: Is the station affiliated with a network and, if so, with what network?; how far is the city from other cities?; at what level did the 1946 BMB Area Report show outside stations getting into the home county of a local station?, and right down to whether the station has a representative and who is it; how good are the other stations he represents?

Selling Too Late

But after a recommendation has been approved, a final budget figure determined and buying commenced, then how alert and solicitous to our needs some stations can become. In come the telegrams, the long distance calls, the got-to-come-over-and-see-you-immediatelies. But by then it is ordinarily too late to review any meagre material they can hastily pull together. The buyer needs worth while information before buying commences. And, incidentally, most of the johnny-come-latelies don't have any data we can really use; it is too often just a strong, personal sell.

Granted BMB is not a perfect tool (but what medium has that?). It is at least uniform and we need it badly. If we buy wisely and effectively for a client it will mean more business for all of us. Timebuyers least of all think our 1946 BMB method should remain unchanged; more than anyone else we want to see it include more information. I am told agencies wanted more information in the first study. But only by sticking with BMB and working it out together can we arrive at such a goal.

ANNUAL Chicago Federated Advertising Club Chrsitmas party benefitting Off-the-Street Club will take place Dec. 8 at Stevens Hotel. Irv Kupcinet, *Sun-Times* columnist who has a weekly gossip show on WMAQ Chicago, is chairman of entertainment committee.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 33 OF THIS ISSUE

THE LONG ISLAND STORY

BUSINESS IS GOOD IN HEMPSTEAD!

Retail sales in Hempstead are 7% HIGHER NOW than they were a year ago!

Hempstead continues to be the leading New York State preferred City-of-the-Month.

Data Source: Sales Management's Retail Sales Forecast for November 1949

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY President

Standard Oil

(Continued from page 27)

Lowell Thomas and continued it through the fall of 1945.

In that same year, 1943, it began its first radio schedule in Alaska with *Standard Newstime* broadcasts in Fairbanks and Juneau. The schedule was expanded to include Ketchikan in 1946 and Anchorage in 1948. These broadcasts are on the air today.

In 1935 the company put a series of Western dramas, *All Star Western Theatre*, on stations throughout Arizona for one season.

On Aug. 20, 1945, *Farmer's Digest*, a daily 45-minute program, went on the air over KNBC and the following year, on May 20, it's Southern California companion program, *Standard Farm Highlights*, went on over KFI. These programs still are on.

The current mystery series, *Let George Do It*, went on the Don Lee Network Sept. 20, 1946.

Behind the successful Standard programming are the people, both agency and company representatives, who cooperatively handle the accounts and produce the shows. BBDO has been Standard Oil's agency since 1941. J. G. Motheral is account supervisor and has four account executives working with him.

Both *Standard Hour* and *Standard School Broadcast* are placed by BBDO but the shows' production is handled by Standard's public relations department headed by G. Stuart Brown, assisted by Jay C. Smith. Adrian Michaelis, Standard Oil employe, produces both shows.

Let George Do It, highest cooperated show on the Don Lee Network, is produced by BBDO in close cooperation with M. A. (Tony) Mattes, advertising manager of Standard, who also directs other company radio participation such as the Alaskan newscasts. BBDO places these as well.

* * *

ALL of these shows are commercial, using varied types of commercial messages to sell Standard's wide line of products. In addition to the program sponsorships, the company has utilized a heavy schedule of spot announcements to supplement and strengthen its advertising campaigns in various areas of the West as needed.

A close check on the commercial effect of these programs is maintained by the company's advertising department. But to assure factual and honest reports from listeners surveyed on the various programs the company does not identify itself in these surveys. It fears that the great goodwill it enjoys as a result of *The Standard Hour* and *Standard School Broadcast* would influence listeners to a more favorable evaluation of its other programs than they would otherwise receive.

So a special department, entitled merely "Radio Research Department" and with a San Francisco box number not connected with the company's other mailing addresses, is maintained to conduct the surveys.

Further, the surveys never ask specifically about Standard Oil programs. They ask, instead, about farm programs generally, or news programs or comedy and mystery shows. And from the answers to these general categories they draw conclusions regarding their own shows.

Company directors and advertising heads are thoroughly satisfied with the job radio has done for the company during the 23 years, even though they can't and won't attempt to tell nor even estimate returns on dollars spent. As a matter of fact the company has never tried to make an accounting of all the money it has spent in radio since that first donation to the San Francisco Symphony Assn. The money comes from both the advertising and public relations budgets and the heads of these departments cannot say where the cost of their radio programs leave off and other expenses begin—for instance, *The Standard Hour* and *The Standard School Broadcast* are supported by the public relations department; but the advertising department foots the bill for newspaper advertising plugging these programs.

Officials of the company say they have no doubt the radio schedule will continue to increase as it has in recent years. Nor, they say, is there any doubt the company will soon place a schedule on television. Just when the move into TV will take place, however, they don't know. There's no pressing need to utilize the new medium now, they say, and the company is in no hurry about rushing into TV.

NILES TRAMMELL (l), chairman of the board of NBC, is presented with a scroll by Paul Comly French, executive director of CARE, in appreciation of the network's service to the CARE Swan campaign which provided soap for needy children overseas.

Mr. William Paley
Columbia Broadcasting System
New York City

Dear Billy:

That idy o' yourn ter git ail th' best talent on CBS must be ketchin'. Th' boys here at WCHS is a doin' th' same thin' on th' local front. Th' big Falls City Dancin' Party come over a few weeks ago, an' this mornin' another big local show made its debew on Charleston's Number One Station. Hit's th' Don Evans show, th' best-est disc jockey show y'ever heerd! Y'know, Billy, Don's been in Charleston radio fer five years, an' now thet he's on WCHS he'll be lissened to by many times more peepul than ever heerd him before! Yessir, there jest must be somethin' 'bout CBS and its stations thet draws th' big boys in! On WCHS this fall you shore does hear 'em all!

Yrs.
Alav

WCHS
Charleston, W. Va.

ABC OCT. STOCK

Kintner Reduces Holdings

ROBERT E. KINTNER, executive vice president of ABC, disposed of 2,100 shares of his directly-held ABC stock during October, records of the New York Stock Exchange disclosed last week.

The sales reduced Mr. Kintner's total ABC stock holdings to 10,600 shares. A month ago it was reported Mr. Kintner had sold 1,400 other shares in September. He held 16,000 shares at the beginning of this year.

General Mills Buys

GENERAL MILLS Inc., Minneapolis, on behalf of its Gold Medal Kitchen Tested Flour, will sponsor the first quarter-hour of ABC's five-times-weekly *Modern Romances* on 126 of the networks stations. Signed through Dancer-Fitzgerald-Sample Inc., New York, the 52 week contract covers the 11-11:15 a.m. portion of the program, which is aired 11-11:30 Mon.-Fri.

Telecasting Insert ➡
Pull Out for Filing

Radio Tax Threat

(Continued from page 24)

is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $[illegible] beginning on or before April 30, 1948.

3—The intent is specifically stated as not to levy the tax on interstate radio broadcasting and/or advertising solicitation.

4—A penalty of from $15 to $100 per day for each day's failure to pay the tax is provided.

KGHI and KARK immediately started an action against Roy Beard, city collector, seeking to enjoin him from collecting the fees on the ground that the ordinance was unconstitutional as a burden on interstate commerce in violation of the Commerce Clause; that it abridged free speech rights. The Pulaski Chancery Court issued a temporary injunction restraining collection of the tax and this injunction was made permanent after a hearing, the court holding the ordinance unconstitutional as a burden on interstate commerce.

Little Rock city authorities took an appeal to the Supreme Court of Arkansas, which handed down an opinion May 23, reversing the chancery court. Associate Justice George Rose Smith wrote the decision. In a powerful dissent, Associate Justice J. S. Holt cited a line of Supreme Court and state decisions in holding "there could be no doubt but that the taxes imposed here are unconstitutional."

Mrs. Helen Kaplan

MRS. HELEN KAPLAN, 69, Philadelphia, died on Nov. 8. Mrs. Kaplan was the widow of Charles M. Kaplan, who was an executive of WIP Philadelphia. Mrs. Kaplan is survived by two daughters. Mrs. Rita Levy, wife of Isaac D. Levy, former chairman of the board of WCAU Philadelphia, and Mrs. Julia Reich, wife of Dan Reich, of New York.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

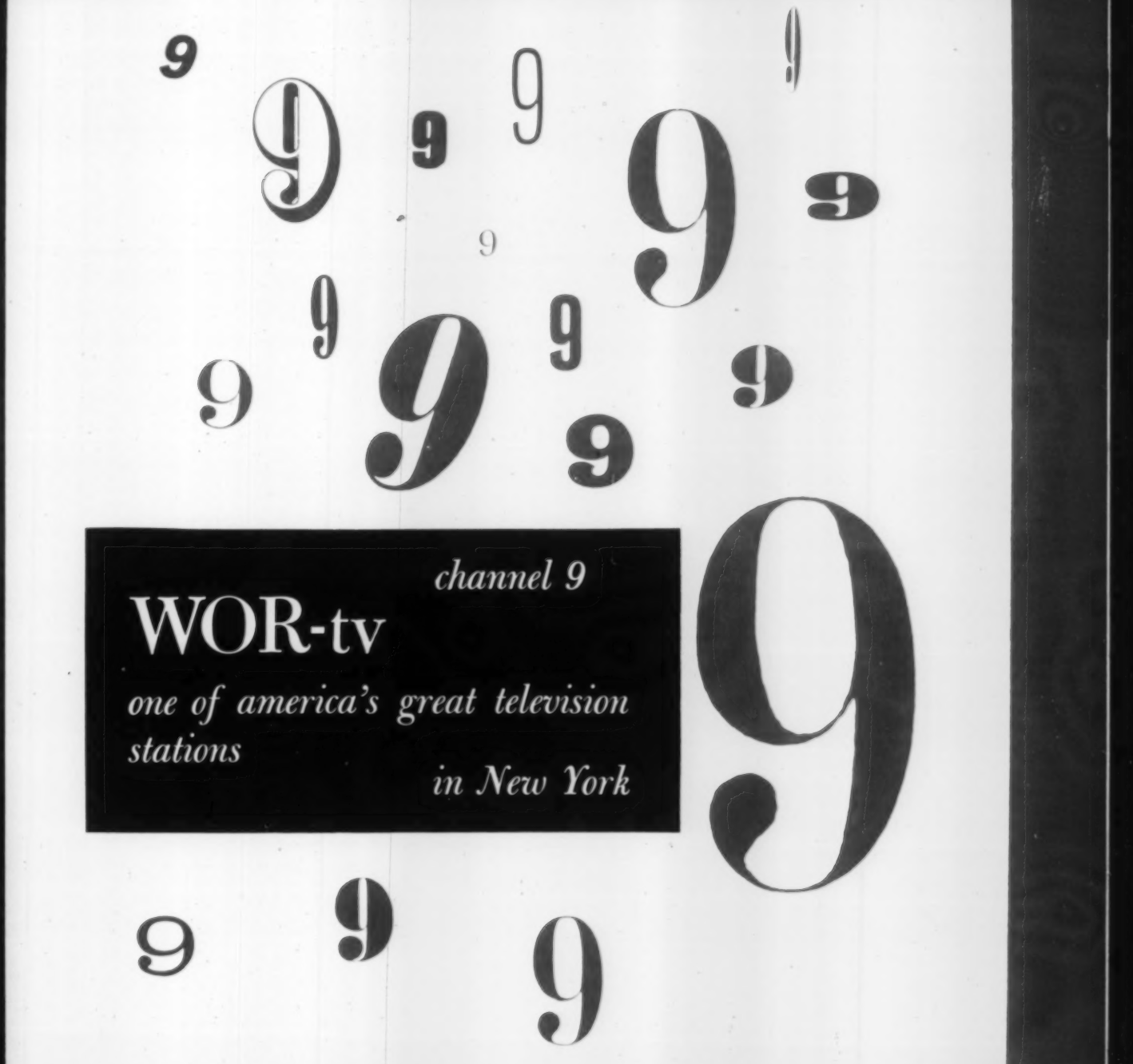
Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK · CHICAGO · LOS ANGELES
SAN FRANCISCO · ATLANTA

NOVEMBER 14, 19

TE CASTING

A Servi ROADCASTING Newsweekly



A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

NOVEMBER 14, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

COLOR HEARINGS PROGRESS

First Phase Testimony Ends

DIRECT TESTIMONY in the first phase of FCC's color television hearings was completed last Thursday after a week — the seventh in a proceeding originally expected to last three—which produced these developments, inside and outside the hearing rooms:

● Sen. Ed C. Johnson (D-Col.), who has persistently prodded the Commission on color, suggested in an interview that FCC set up color standards that will permit the public to decide which system it prefers (story on TELECASTING 15).

● Along similar lines Ulysses A. Sanabria, president of American Television Inc., Chicago, recommended "limited commercialization" of color to try out the various systems; additionally he suggested that higher fidelity be achieved by channel widths up to 24 mc and said he thought that, with channel sharing, four channels could serve the nation and improve programming.

● Dr. Lee De Forest, vacuum tube inventor who now is research director for American Television, said his own 6 mc color system is probably a year away from the demonstration stage; that both the RCA and CBS systems need "wide development," and that present-day TV is sacrificing quality of picture for quantity of channels.

● Field tests and thorough consideration of the use of FM instead of AM for picture transmissions in the UHF, and of Polycasting (clusters of low-power transmitters) to achieve wide-area coverage were recommended by Raymond M. Wilmotte, Washington radio consulting engineer; meanwhile, a report on the FCC staff's own work on FM video was put into the record.

● Dr. Allen B. DuMont of DuMont Labs., winding up his presentation from the week before, reiterated his view that color should not be standardized at this stage of the art, while Dr. T. T. Goldsmith, his research director, presented for an RMA committee a list of 30 field tests which the committee deemed essential.

● On the "let the public decide" theme, Arco Electronics of New York, electronics components distributors, asked FCC to require sponsors of the various systems to broadcast in color for at least a year so that "fans," with home-built sets, could aid in "trial and error" testing of the various techniques.

FCC meanwhile officially announced postponement of its first comparative demonstration of the rival color systems from this week to next Monday and Tuesday [BROADCASTING, Nov. 7].

Upon completion of these tests —in which RCA and CBS will show their color systems and DuMont will provide black-and-white transmissions—the hearing will be recessed until Feb. 6. At that time Color Televisions Inc. will officially demonstrate its system. A second comparative showing, with CTI participating, is slated for Feb. 8, with cross-examination due to start about Feb. 13.

Dr. DeForest Appears

Final witness in last week's sessions, Dr. De Forest, appeared voluntarily after FCC hinted it might use its subpoena powers. He had sent word through his attorney that he had not seen the CBS system and therefore would like to reserve comment. But Assistant General Counsel Harry M. Plotkin noted that Dr. De Forest had published material about a color system of his own, and insisted he therefore should appear for Commission questioning.

On the stand, Dr. De Forest said considerable progress had been made in his system, which employes a mosaic filter, but that it probably would not be ready for demonstration for at least 12 months. Its disadvantages, he said, are lack of compatibility with the present black-and-white system, and its use of what he termed a "subtractive" color process.

'System Compatable'

He reiterated his view that the color system ultimately chosen should be compatible. His own, he said, is mechanically better than Columbia's because it could be applied to receivers of any size, but at present is inferior to RCA's because of the "subtractive" process.

Neither the CBS nor RCA system would be suitable for commercial use as they now stand, Dr. De Forest said, though he conceded they have "certain features of merit." Under questioning by Comr. Robert F. Jones, he said he would not criticize the CBS system if it used "additive" color.

Dr. De Forest agreed with his president, Mr. Sanabria, that the various systems should be tested via "semi-commercial" operation for a year or more and that wider channels should be employed in the interests of higher fidelity. But he did not agree with Mr. Sanabria's feeling that the channel should be 24 mc as compared with the present 6 mc—a bandwidth of 12 mc, he thought, would be sufficient.

Mr. Sanabria, explaining his "limited commercial" plan, said he would authorize the sponsor of each color system to operate semi-commercially "in a good market" but would require each to have the basic patent rights and manufacture color sets for use in that area. Thus, he said, a color audience could be built up and the developers of each system could retrieve some of the money they have spent on color.

Contending that the number of black-and-white channels should be limited in any event, he suggested that the 24-mc channel for higher-fidelity color—approximately 1,100 lines as against the present standard of 525—be obtained by deleting Channels 10 through 13 from monochrome service.

Channel Recommendation

He raised a lot of eyebrows with his assertion that four channels —enough for two in each community—would be sufficient for a nation-wide TV service. FCC has consistently contended the present 12 channels are far from enough.

Mr. Sanabria maintained that several "stations" could share time on the same channel and, since each would program only a portion of the broadcast day, improvement in programming and reduction in each "station's" operating expenses would result.

When he belittled some of present-day TV's programming, he was told by Chairman Wayne Coy that "you must look at the wrong time" because some "very fine" programs are being aired.

Mr. Wilmotte, in support of his appeal for consideration of possible use of FM for video picture transmissions in the UHF, con-

(Continued on Telecasting 14)

Top TV Echelon at NBC Named

Mr. Weaver Mr. Blackburn Mr. Smith Mr. Frey Mr. Wile

TOP assignments for television at NBC, under Sylvester L. (Pat) Weaver, was announced last week as the first step in the eventual reorganization at the network [see story, this issue BROADCASTING, page 25]. Heading video are Mr. Weaver, vice president in charge of television; Carleton Smith, who continues as director of operations; Frederic W. Wile Jr., assistant to Mr. Weaver since joining the network several months ago and who now becomes director of production; George H. Frey, former manager of eastern sales for both radio and television who becomes director of sales for television; Norman Blackburn, former national program director of NBC television who is assigned to Hollywood as chief of television operations there.

IN THIS TELECASTING . . .

Color TV Hearings Progress 1
Top TV Echelon Named at NBC 3
Ad Men Explain TV on KSTP-TV 3
ABC Curtails WJZ-TV Hours 3
British Firm Enters U. S. Market 7
KRON-TV San Francisco Opens 10
Hope Seen for ASCAP Agreement 13
Defense Dept. Starts Series 13
Sen. Johnson Reaffirms Color Stand 15

DEPARTMENTS

Film Report 11
Reel Takes 6
Telefile 4
Telerama 13
Telestatus 8

KSTP-TV'S camera catches (standing, l to r): Harry Olson, Land O'Nod Co.; Charles Schrantz, advertising manager of Weyands Furniture Co.; Bob Raymer, Raymer Hardware Store; Toby Annenberg, David Agency; Ray Steiner, Chicago & Northwestern Railroad; Quan David, David Agency; Dick Slade, David Agency; (seated l to r) Dick Einck, David Agency; Carl Schuneman, Schuneman's Dept. Store; and Al Toepel, General Electric Supply Corp. KSTP-TV Engineer Sam Roth is behind camera.

* * *

MEET THE AD MEN

Weekly on KSTP-TV

IT TAKES creative thinking and sound business sense to be a good industry cook. And when the ingredients of advertiser, agency and the public are mixed with the right recipe the result is a video show—*Advertising and Television* over KSTP-TV St. Paul-Minneapolis.

The station has set out to explain to the public the magnetism of TV as a new advertising medium and to show the public how it can benefit. With these ideas in mind, KSTP-TV aired its first show Oct. 12 when men from leading advertising agencies explained graphically how TV has affected their businesses—for example, the addition of personnel and/or changes in thinking.

Joe Cook, KSTP-TV promotion-publicity director, summarizes what the program does: "It proves to the consumer that television is the closest thing to shopping in the store yet devised. They can do everything except sample the merchandise."

With the aid of their own commercials, the advertisers explain television production in advertising. They tell the consumer TV is the best medium because of its ability to demonstrate.

When the first show was telecast, a wire from Miller C. Robertson, KSTP-TV commercial manager, was sent to all advertising agencies in the area. It announced the program and asked for comments "and thought of your early participation in this feature."

The Oct. 12 program introduced to the public some of the biggest local advertisers, those already setting aside a budget for TV.

Some selected comments taken from the first night's script:

"We at the agency feel that TV is so important that we have added three new men to form a TV department under the direction of Melba Sands. . . ."—Quan David of David Inc. Later—"Now we would like the TV audience to meet some of the David agency clients who have purchased TV to sell their merchandise. . . ."

In this manner, agency men and their advertiser accounts, were shown to the audience. Some of the comments from the advertisers were:

"I think television opens up a new era in selling merchandise . . . an opportunity to demonstrate our merchandise right in the homes. . . ."—Carl Schuneman, of Schunemans, St. Paul, spot advertiser.

". . . television is the greatest step forward in advertising and selling since the invention of printer's type . . . (it) has everything—sight, sound and action. . . ."—Al Toepel, of General Electric Supply Corp., sponsor of a video program on the station.

". . . television opens a new, fascinating door to new business. . . ."—Ray Steiner, of Chicago & Northwestern Railroad, spot purchaser.

Similar expressions were voiced by representatives of The Land-O-Nod Co., spot buyer; Weyand's Furniture Store, sponsor of weather forecast spots, and Raymer Hardware Store, spot advertiser.

And so the program went, with each participant injecting his faith in TV and in turn showing the sponsors' wares. The station is presenting this unique quarter-hour series weekly each Wednesday at 9:30 p.m. For future telecasts, KSTP-TV already has lined up such agencies as Melamed-Hobbs, Bozell & Jacobs and Campbell-Mithun.

* * *

DAVID Agency television men make a thorough inspection of a camera. They are (l to r) Dick Slade, Toby Annenberg and Dick Einck.

ABC CUTBACK

WJZ-TV Hours Curtailed

COMPLETING the TV cutbacks begun a fortnight ago [BROADCASTING, Oct. 31, Nov. 7], ABC last week curtailed the broadcast week of WJZ-TV New York from seven to five days by eliminating all Monday and Tuesday programs from its schedule.

Major evening programs from those nights are being shifted to other evenings. The only commercial programs cancelled are the Tuesday afternoon broadcasts of the participation shows *Market Melodies* (2-4 p.m.) and *TV Telephone Game* (4-4:30 p.m.) Both of these programs are now telecast Wednesday, Thursday and Friday at those times and Saturday from 10 a.m. to 12:30 p.m.

ABC's TV network program service is not seriously affected, as the network's Chicago video staff will continue to originate two Monday evening shows: *Mr. Black* (9-9:30 p.m.) and *ABC Barn Dance* (9:30-10 p.m.) and the Tuesday evening fights (10 p.m. to conclusion). These will go out to the ABC-TV affiliates as before but will not, of course, be carried by WJZ-TV.

There is no plan to duplicate the WJZ-TV curtailment in other cities where ABC owns video stations, it is understood. Those stations—WXYZ-TV Detroit, WENR-TV Chicago, KECA-TV Los Angeles, KGO-TV San Francisco—are considered to be securing a satisfactory number of spot and local video advertisers and will continue or expand their present operating hours.

New York Costs

In New York, where costs of labor and other operating expenses are appreciably higher than elsewhere, the savings to be derived from eliminating telecasts on Monday and Tuesday exceed the revenue produced by that operation, a situation which led to the decision to put through the curtailment. The relatively poor antenna location of WJZ-TV (on the Pierre Hotel) is blamed with much of the station's troubles and ABC is planning to move to the city's highest point at the top of the Empire State Bldg., where WJZ-TV would share this choice transmitting site with WNBT (TV), key station of NBC's TV network.

It is believed that the dropping of two days from the WJZ-TV schedule completes the network's video curtailment plan, which is designed to reduce ABC's TV operating costs by some 20% and restore the overall ABC operation to a black-ink balance. ABC reported a net loss of more than $40,000 for the first half of 1949.

KMTV (TV) ACTIVITY

Expands in Omaha Market

A SEVEN-DAY week schedule now is in force at KMTV (TV) Omaha, station reports. After two months on the air, operating on Channel 3, the outlet says set sales in the viewing area are increasing an estimated 1,100 or more a month. KMTV now averages three hours of programming per day.

Station's staff has grown with two additional engineers, one announcer and two persons for traffic and film editing. KMTV now carries Omaha hockey games direct from Ak-Sar-Ben Coliseum, has produced local studio shows and has received new programs from its three network affiliations, CBS, ABC and DuMont. Among other shows are *Fred Waring, This Is Show Business, Lone Ranger* and *Paul Whiteman's Musical Revue.*

XUM

Telefile:

WBKB (TV) — INDUSTRY'S TRAINING LAB — BECOMES SUCCESSFUL VIDEO BUSINESS

WBKB(TV) CHICAGO, Balaban and Katz pioneer Midwest station, has progressed successfully from a laboratory to a business after years of TV experimentation. The long experiment—since the first audio signal was transmitted in October 1940—has been expensive. Four million dollars is the latest estimate.

Renowned as a training ground for TV personnel all over the country, WBKB operated alone in Chicago from 1940 until the spring of 1948, when WGN-TV (*Chicago Tribune*) took the air. When two other TV antennas dotted the horizon in the next year (WENR-TV-ABC, WNBQ(TV)-NBC), policies of the Balaban and Katz station altered radically.

During WBKB's six-year incubation period, its destiny was patterned and predicted almost solely by Capt. William C. Eddy. His successor in the fall of 1948 was John H. Mitchell, experienced movie theatre manager who had worked for B&K or its affiliates since 1932. The experimental laboratory gave way to a practical business enterprise as Mr. Mitchell inaugurated a changeover policy involving a four-year program of objectives.

Working for development of a "sound, basic operating structure with better morale, more stability and intra-organization security," Mr. Mitchell in one year has chalked up these successes: (1) Chicago debut of theatre television; (2) development and introduction of the Multiscope; (3) use of video transcriptions; (4) installation of a $250,000 transmitter; (5) remodeling of studios and offices; (6) scheduling and sale of "the most ambitious football series ever telecast" (Notre Dame, Big 9 football); (7) telecasting of the station's eighth anniversary celebration last June, including a remote from the stage of the B&K Chicago Theatre.

A major move was affiliation with CBS last month, after WBKB's continuous operation as an independent. Network feeds began officially Oct. 12. CBS was previously associated with WGN-TV.

The primary coup, however, was undoubtedly that of nearing the break-even point financially. Only a year ago the station was losing between $10-$18,000 weekly, Mr. Mitchell reports.

John Balaban, president of B&K and its 100 theatres, conceived of TV and movies supplementing each other as entertainment media in 1939. His firm is a subsidiary of Paramount Pictures, of which his older brother, Barney, is president.

Mr. Balaban authorized the first video signal of WBKB in January 1941, four months after the audio signal. The first programming effort—13 minutes of interviews—took place that March. As the experimental W9XBK, the station telecast its first remote in June 1941 from Grant Park at the lakefront. First major remote was telecast the same year when Shriners paraded in front of the Sherman Hotel.

* * *

CAPT. Bill Eddy, holder of 100 TV, radio and elctronics patents and now president of Television Assoc., was chosen by Paramount to direct WBKB in 1939. He and his chief engineer, A. H. Brolly, built a transmitter with parts from two dismantled police radio stations. Materials were short even then because of war production.

After the war started in 1941, Capt. Eddy offered his services and station facilities to the Navy, and headed its radar training school in station quarters at 190 N. State St. in the loop. (The building is owned by a B&K subsidiary, and additional space is rented in the adjacent Butler Bldg.) More than 86,000 radio and radar technicians were trained there before war's end, although the station continued programming. In October 1942 it took the air with its present call letters.

JOHN BALABAN, director of WBKB and secretary-treasurer of Balaban & Katz, which operates more than 100 motion picture theatres and owns the video station, is the Midwest's ranking television pioneer. Younger brother of Barney Balaban, president of Paramount Pictures, he conceived the idea of an independent commercial video operation in 1939.

JOHN MITCHELL has been general manager of WBKB since January of this year, and worked as business manager of the station for five months before then. He was transferred by Balaban & Katz from its affiliate, Publix Great States Theatres Inc., where he was manager of the Central Illinois district.

* * *

Going commercial in 1945, WBKB was reorganized physically and facilities were increased. That year, and in 1944 also, staffers were all women, donned efficiently in a TV overall-uniform. Most of these have moved on, but two camera operators—Rae Stewart and Esther Rojewski—remain.

To bring Chicagoans Notre Dame football games from South Bend, Ind., Capt. Eddy designed and built a relay system. This earned for him, in December 1947, the annual award of the Television Broadcasters Assn. The relay is now inactive.

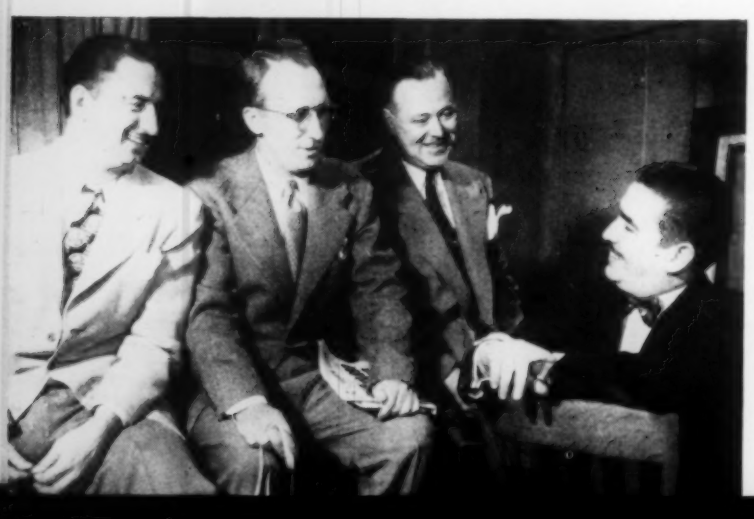
For several years WBKB accepted two television trainees weekly who were sponsored by TV stations with construction permits, schools or advertising agencies. This program was cancelled late in 1948 when the demand dwindled.

As an "old-time" TV operation, WBKB naturally boasts many "firsts." Those claimed include first:

- Baseball telecast from Wrigley Field, home of the Chicago Cubs.
- Interstate telecast of boxing matches direct from Michigan City, Ind.
- Official remote of "any consequence" (Shriners' parade).
- Inter-city relay golf tournament telecast from a roof top at Tam O'Shanter Country Club.
- Football game relayed from Northwestern U.'s Dyche Stadium, Evanston.
- Inter-city relay from South Bend, Ind. (Notre Dame game).
- Full-length drama ever telecast in "its entirety, with costume and setting."
- Television account of midnight Mass from Holy Name Cathedral.
- Easter Sunrise service telecast from Cook County Hospital.
- Concert to be telecast direct from the Grant Park bandshell.
- Station to introduce theatre television.
- Midwest station to use ticker tape in presenting TV news.

The last "first" followed invention of the Multiscope by Station

* * *



STAG SESSION in WBKB's announcer room before show-time is filled with gags of *Curbstone Cutup* Erne Simon, whose audience includes (l to r): Announcer Joe Wilson, News Editor Ulmer Turner and Announcer Russ Davis

PROMOTION and format of new shows is the job of Sterling Quinlan, promotion manager, and Jonny Graff, program director. They coordinate their efforts so that local advertisers can merchandise their products inexpensively

Manager Mitchell and Promotion Manager Sterling Quinlan. Manufactured by Sterling Television Productions, a B&K subsidiary, the device shows moving ticker-tape news, time, weather and a standing advertising message. It was devised mainly as a fill-in for test pattern time, and has been leased to 21 stations.

WBKB pioneered also in programming, although live originations have been cut drastically in the past year. Always heavy on sports remotes, it developed Russ Davis and Joe Wilson as popular personalities on sports commentaries. Although original and elaborate shows were telecast continuously during the first six years, few are aired now because of expense and the lack of sales-appeal to local advertisers. Station's policy now is to eliminate all sustainers and emphasize remotes.

* * *

PROGRAMMING has been simplified since affiliation with CBS. After years of struggle as an independent, WBKB now has a network source for program material. It carries 30 CBS shows (19½ hours) weekly.

Local daytime programming will be hiked only as "their commercial value increases," according to Program Director Jonny Graff. Mr. Graff, former writer-producer at Donahue & Coe Agency, New York, worked in TV programming at CBS and has packaged film and live video shows. He and other WBKB executives are keenly interested in the "gimmick" program locally. Although most of the CBS schedule is piped in, the station reserves Tuesday and Thursday evenings for local programs. Mr. Graff's plan is to build personalities in inexpensive formats to be sold at a profit immediately.

Station talent under contract includes Russ Davis, Joe Wilson, Ernie Simon, John Dunham, 12-year-old Singer Tommy Sands and News Editor Ulmer Turner. Mr. Turner, former radio editor of the *Chicago Sun* and other papers, and radio commentator for many years, works closely with the *Chicago Sun-Times* in his news and feature-gathering. The paper has an inclusive cooperative working agreement with the station.

Undoubtedly the most famous show in WBKB's history is *Kukla, Fran & Ollie*, "fathered" by Capt. Eddy in 1947. Burr Tillstrom, young Chicago puppeteer, was asked to develop a commercial show in four days. He met the deadline, has worked a half-hour stint on TV almost daily since that time, and still has never used a script. With Singer-Actress Fran Allison as straightwoman to puppets Kukla and Ollie, Mr. Tillstrom starred on WBKB's *Junior Jamboree* for 40 weeks under sponsorship of RCA Victor. *Kukla, Fran & Ollie* started on the station with that name in the fall of '48. The show, an NBC-TV feature since last winter, switched to WNBQ (TV) Chicago in June.

Rates have gone up since Card No. 3 was issued in September 1948. With four stations operating in the area, WBKB charges $625 for a one-hour, live-studio show in Class A time; film-studio, $500; one-minute, livestudio, $110, and film-studio, $85, all less frequency discounts. Class A time is from 4:59 p.m. until midnight, Monday through Friday, and 12 noon to midnight, Saturday and Sunday. Class B time is from 3 to 4:58 p.m., Monday through Friday. The rest is Class C. Remote charges are figured on film studio rates.

* * *

CLOSE to the black-ink column, WBKB still has to make up a backlog of staggering expenses be-

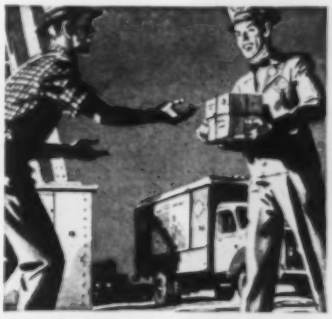
(Continued on Telecasting 6)

* * *

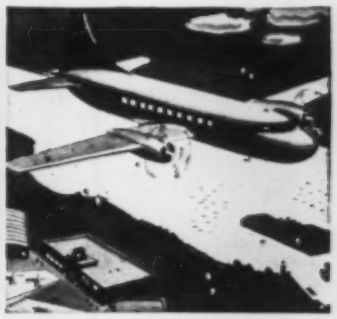
PUPPET show created by Burr Tillstrom—*Kukla, Fran and Ollie*—originated at WBKB in October, 1947, as a portion of *Junior Jamboree*, and was sponsored for 40 weeks by RCA Victor. Last fall it was separated from the show, starting under its current name with (l to r) Kukla, Fran Allison, Mr. Tillstrom and Ollie. It moved to NBC-TV in June.

$3.19 Air Express cost helped this wildcatter strike it rich!

When a pump valve goes while drilling for oil, it's costly. Idle men and equipment make profits evaporate. It happened to a wildcatter at 4 P.M. Phoned 800 miles away for parts—delivered 11 P.M. that night by Air Express. 12 lbs. cost only $3.19. (*Regular* use of Air Express keeps *any* business moving at a profitable clip.)



$3.19 was *complete* cost. Air Express charges include speedy pick-up and delivery service. Receipt for shipment, too. Makes the *world's fastest* shipping service exceptionally convenient.



Air Express goes on all Scheduled Airline flights. Frequent schedules—coast-to-coast overnight deliveries. Direct by air to 1300 cities, fastest air-rail to 22,000 off-airline offices. Use it regularly!

Facts on low Air Express rates

Special dies (28 lbs.) go 500 miles for $4.30.
6-lb. carton of vacuum tubes goes 900 miles for $2.10.
(*Same day* delivery if you ship early.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

Telefile

(Continued from Telecasting 5)

fore it shows an overall profit. Included in the $4 million estimated investment is some $406,000 spent so far this year. This was spent thusly: $56,000, video transcription unit; $50,000, remodeling on offices and dressing rooms; $250,000, new transmitter, and $50,000, master control unit.

Personnel costs have been trimmed by elimination of overtime. With local live shows scheduled only Tuesday and Thursday evenings, technicians are not needed for more than 40 hours weekly. Rehearsal time also has been shortened or eliminated. Distribution of the 94 employes shows: 17 in administration; 5, sales; 22, production; 2, publicity; 10, studio crew; 34, engineering and technical, and 5, camera crew.

Investment in equipment is expected to remain at the present level. The new RCA transmitter went into operation June 16 atop the American National Bank Bldg., 700 feet above the city's loop. It includes a 68-foot, five-section antenna with a five-bay super turnstile mounted on a Blaw-Knox tower. With a power of 11 kw, the transmitter gets a 65-mile coverage radius. This area comprises 3,300 square miles and a population of about four and one-half million. WBKB has applied to the FCC for full power of 25.2 kw.

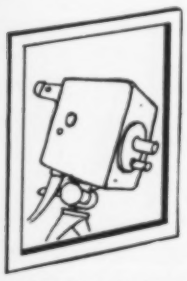
Other facilities include 6 RCA field cameras, 4 studio cameras, 2 DuMont field cameras and 2 film cameras, totalling 14; RCA remote equipment, RCA 35 and 16 mm. film projectors, Altec audio equipment and amplifiers, Western Electric and Raytheon audio consoles, Presto turntables and disc recorders, Magnecord tape recorders and Western Electric microphones and record pickup heads. Station also has a custom-built mobile unit.

* * *

ALL WBKB offices and studios are located on the 12th floor of the 190 N. State Bldg. Unique among Chicago TV stations is its public viewing room, which seats 40 persons, open both day and evening. Station has two studios, one 50-by-35-feet and the other much smaller. Both have overhead incandescent lights, with 12 bulbs ranged in each of several banks.

The recent appointment of Weed & Co. as national representative is expected to hypo WBKB sales even more. However, station expects only "to hold the line" for the next three years, Mr. Mitchell said. In that time—"the industry's incubator stage"—technical standards, including color and VHF problems, will be set. The general pattern of television will be determined, with construction underway in hundreds of cities, coast-to-coast networking via cable, and distribution reaching "undreamed of heights," Mr. Mitchell believes.

"Competing media will know where TV fits into the picture, and their fears will be allayed." When the smoke clears, however, he sees a good future. WBKB's revenue during those three years will be "pleasing, but not sensational until standards are set."



Reel Takes

JACK CHERTOK

THE way he got on the stage was to apply for an audition and be hired. The way he got into the motion picture industry was similar. And when television loomed, he applied for a cooperation license and entered the TV film business.

That's a terse outline of the career of Jack Chertok, head of Apex Films, Hollywood producer of the *Lone Ranger* series, currently sponsored by General Mills over ABC TV stations in the north and by American Bakeries in the south.

Mr. CHERTOK

In addition Jack has made a number of commercials for American Bakeries, Kleenex, Gillette and General Mills. This is in addition to industrial films for such clients as duPont, Union Oil, National Assn. of Manufacturers, Carnation Co., Toni and the Protestant Film Commission.

A native of Atlanta where he was born July 13, 1906, Jack saw quite a bit of the country, while keeping up with his father who was active in the import-export field. At eight he came west with his family, dividing two years between San Francisco, Los Angeles and San Diego. Next they returned to Atlanta for two more years before turning north to New York where young Jack graduated from Rhodes Preparatory School at 16.

Intent upon trying the stage, he sought an audition with Max Reinhardt, who was then readying "The Miracle." Gaining a role in the extravaganza, Jack was thus busied for the next two years.

Thankful for his experience on the stage, he next turned to the movies and went to Los Angeles at 18.

He applied for a job at MGM and was hired as a laboratory technician, developing film. He soon progressed to become, successively, assistant camera man, script clerk, assistant director, unit manager. In 1930 he was named head of the music department after having handled musicals as a unit manager.

After five years in the music department he attained the status of producer when named to head the short subject department in 1935. As such, he won nine Academy Awards for his short subjects in addition to producing such feature pictures as "Joe Smith, American"; "Eyes In the Night."

With 17 diversified years of picture-making behind him at MGM, Jack turned to Warners in 1942 where he served as a feature picture producer on "Northern Pursuit," "The Corn Is Green" and "Conspirators." After two years with Warner he became an independent producer, turning out "The Strange Woman" and "Dishonored Lady."

Realizing that TV would shortly offer a film field of its own, he formed his company in 1945 concentrating on industrial films but ready and willing for television films. At that time, MGM was breaking up its short subject department so he hired the nucleus of the talents he was already familiar with and was ready to roll.

In 1933 he married Florence Murray and today the five Chertoks—Vivian, 13, William, 12, Barbara, 11—live in suburban Westwood.

Jack has little time for hobbies other than his family because he takes his business too seriously. When not concerned with a problem of his own, he's busy studying the work of others.

BOOTH TV BUDGET

Set at $535,000

THE Booth stations in Michigan have drawn up a half-million-dollar budget for TV spending, according to John L. Booth, president of Booth Radio & TV Stations Inc.

Following a meeting of the board of directors early this month, Mr. Booth announced that a budget of $535,000 to be spent for TV at the company's three stations — WJLB Detroit, WBBC Flint and WSGW Saginaw—during the next three year period, has been set.

PETRILLO OFFERS

Industry Group Studies Plan

FIRST meeting of the nine-man Industry Committee set up to consider the Petrillo proposals covering services of musicians for television was held Wednesday in New York.

So exploratory was the initial session, a spokesman said, that committee members never even took the Petrillo proposals from their brief cases. Instead, they discussed the economic position of television as an industry and explored the interrelationship of stations, networks, film producers and show packagers, all of whom are represented on the committee.

The meeting, it was said, laid the ground work for consideration of the proposals put forth by the American Federation of Musicians through its president, James C. Petrillo [BROADCASTING, Oct. 31]. At second meeting, scheduled for tomorrow, it is expected the meat of the AFM proposals will be dissected.

Payments Under Proposal

The proposals call for payments of $27 per musician for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. That and other clauses have been labeled restrictive by several industry spokesmen.

All the committee members were present. They are: Hal Roach Jr., of Hal Roach studios and president, Television Film Producers Assn.; Melvin L. Gold, president of the National Television Film Council; John B. Wheeler, representing Eastern Film Producers; Ralph M. Cohn, Columbia Pictures; A. Walter Socolow, representing Ziv; Ernest De La Ossa, NBC; Howard L. Hausman, CBS; Joseph A. McDonald, ABC, and Arthur R. Connell, WOR New York.

TV WRITERS

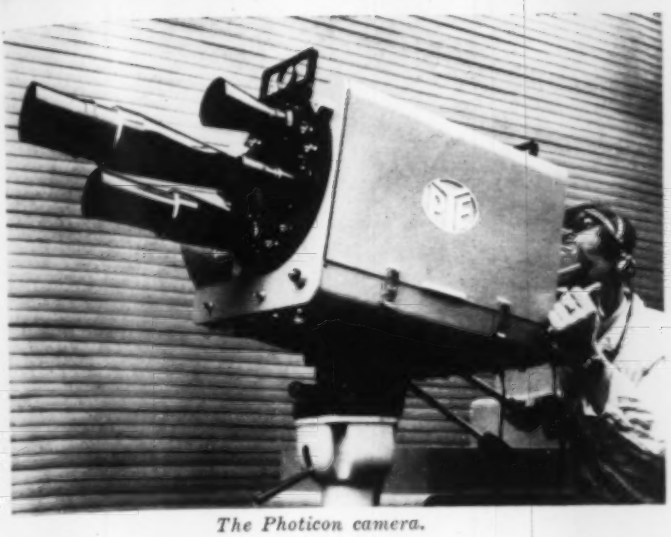
To Discuss Work Terms

EASTERN HALF of the National Television Committee of the Authors League will meet Wednesday in New York to discuss for the first time proposals to be included in negotiations for television writers.

Fees, rights and working conditions for both staff and free lance scripters are expected to be considered at the initial meeting.

When the West Coast branch of the committee has conducted similar meetings, it is expected that the two branches, each numbering 13 members, will coordinate their efforts and then approach the industry for negotiating meetings.

Eastern half of the committee is made up of four members of the Dramatists Guild, four from Radio Writers Guild, two from Authors Guild and three from Television Writers Guild.



The Photicon camera.

* * *

TV EQUIPMENT

England's Pye Ltd. Enters Market

PYE Ltd., of Cambridge, England, which claims to have made one-third of all English television receivers in 1948, is entering the American TV transmitter market, it was announced last week.

An advance guard of four of the company's top representatives, headed by B. J. Edwards, technical director, arrived in this country by plane Monday. Four other company representatives were scheduled to arrive on the liner *America* last Saturday, with equipment for demonstrations.

First demonstration will be held in Washington, D. C., Nov. 21 to 26 at the Hotel Carlyle. There, equipment to outfit a small video studio will be installed. Included in the gear will be the firm's Photicon camera and film projection equipment.

Other demonstrations are to be held in Chicago on Nov. 29 and in New York on Dec. 6 at the Park Sheraton Hotel.

At the demonstrations, orders will be taken, with three months delivery on most equipment possible, Mr. Edwards said. Primarily, however, the company is shooting for business which will be available when the FCC channel freeze thaws. Eventually, the firm hopes to do $5 million annual business in this country.

Prices of Pye equipment range from $50,000 for a small station to $600,000 for large ones, according to Mr. Edwards. Those prices, he said, are from 10 to 15% below comparable American equipment. He said devaluation of the pound and lower labor costs permitted his firm to undersell American manufactures.

Built in America

He emphasized that all the firm's equipment is built to American standards and uses standard American type tubes. He claimed, however, better gradation of tones and superior picture quality for his firm's cameras.

Depending on the character of the response at the demonstrations, Mr. Edwards said, the company expects to set up offices in New York, Chicago and Los Angeles. It intends to appoint American distributors and use American firms to do installation work.

Supplementing the manufacturing facilities of five Pye plants in Cambridge, the company expects soon to have another in operation near Toronto. The Toronto plant, in addition to manufacturing station equipment, also will make receivers for the Canadian and South American markets, Mr. Edwards said.

Pye Ltd. in existence for more than 50 years as a scientific instrument making firm, has 14 plants throughout the world, according to Mr. Edwards. The firm has had numerous "firsts" to its credit, he said, including the first color TV demonstration in Britain last year, at which time it offered its color equipment for sale as a package to hospitals and stores.

Accompanying Mr. Edwards were: John E. Lakin, demonstration manager; Quentin Lawrence, studio manager, and Donald Jackson, chief mechanical engineer. Scheduled to arrive last Saturday were William Jones, engineer in charge of the demonstration, and the following engineers: Donald Fisher, Cyrus Babbs and John Hurst.

'ACES' TO TV

DuMont Signs Phillips

PHILLIPS PACKING Co., Cambridge, Md., on behalf of its soups, will sponsor the Ziv Television Productions Inc. package, *Easy Aces*, on 15 DuMont TV Network stations.

Program will be telecast Wednesday, 7:45-8 p.m., starting Dec. 14 and was signed through the Aitkin-Kynett Co., Philadelphia.

BBC COLOR PLANS

Britain Tests Along CBS Lines—Goldmark

BBC PLANS immediate experimentation in color television, with equipment built by the English firm of Pye Ltd., based on the CBS system, according to an announcement Thursday by Dr. Peter C. Goldmark, CBS director of engineering research and development.

Dr. Goldmark, recently returned from London, also disclosed that CBS research labs have begun work on designs for what it claims will be the first universal pickup equipment for use in commercial color television.

The CBS engineer said he was advised that BBC's color plans include building of a complete studio as well as receiving equipment, all based on the CBS system. H. L. Kirke, chief of BBC's research department (technical division), will head BBC color television activities, under general supervision of Sir Noel Ashbridge, director of technical services.

Dr. Goldmark said the British engineers have built color equipment in England in only four months, with no CBS experts on hand during construction. The equipment worked "right off the bat," he said.

Pye Board Chairman C. O. Stanley and its technical director, B. J. Edwards, decided to base their equipment on the CBS equipment after seeing it in action at demonstrations last June at the American Medical Assn. convention in Atlantic City, Dr. Goldmark said.

The new universal pickup equipment CBS is designing, he explained, would be able to pick up entertainment programs, medical subjects and industrial subjects, each of which now require different types of equipment. It will be all-purpose, be simpler to build and operate and be very compact, he said.

THEATRE VIDEO

Football Casts in Boston

BOSTON's Pilgrim Theatre patrons may see DuMont TV telecasts of the last three games of the Notre Dame football schedule, the network announced last week. Arrangements for the showings were completed last week by Nathan L. Halperin, television consultant for the Fabian Theatres, acting for Sam Pimanski, Pilgrim's owner, and Les Arries, DuMont's sports director.

Remote crews from WABD (TV) New York, picked up the Notre Dame-North Carolina game in New York's Yankee Stadium last Saturday, while crews from WBKB (TV) and WGN-TV Chicago will cover the games with Iowa and Southern California at South Bend on Nov. 19 and 26, respectively.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

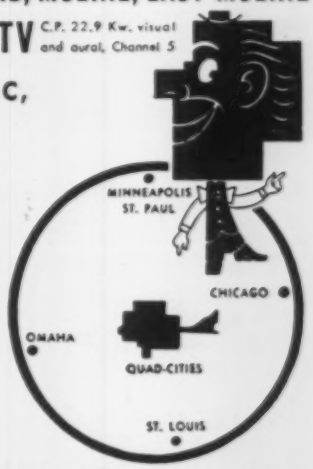
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

Telestatus

Listener-Advertiser Preference
(Report 85)

Advertisers Increase 23% In October

TOTAL number of advertisers using television in October was 1,891, according to the *Rorabaugh Report on Television Advertising*. Figure represents an increase of 23% over the September total of 1,537 video clients and a gain of 282% above the 405 TV advertisers in October 1948.

The Rorabaugh Report shows the following comparison:

Advertisers	Oct. '48	Sept. '49	Oct. '49	Oct. '49 vs. Oct. '48 Gain	Oct. '49 vs. Sept. '49 Gain
Network	33	59	76	130%	28%
National Regional Spot	181	337	399	120%	18%
Local Retail	281	1,141	1,416	404%	24%
Total Advertisers	495	1,537	1,891	282%	23%

* * *

Drama Gaining In Viewers' Preference

TELEVISION drama is coming into its own, with approximately three-fourths of set owners preferring the TV plays to movies, a survey conducted by Advertest Research Inc. has revealed.

Picture of the drama in current television programming — its percentage of viewers, their likes and dislikes, and how it stacks up against radio, theatre and movie fare—is documented in detail by Advertest as part of its monthly study of "The Television Audience of Today."

Compared with similar fare in other media, television drama was favored by 76% of the set owners as against 18.5% for movies; 92.5% compared to 4.5% for radio. Theatre drama surpassed it, however, with 54.5% preferring the latter to TV drama.

The report is based on 534 interviews completed between Oct. 5 and Oct. 15. Respondents were asked to name their favorite dramatic show; total hours spent viewing television as compared to total hours spent viewing drama; preference of drama compared to other type TV programs; TV drama as compared to that of other media; opinions on use of film in TV dramas.

Advertest took the 22 top dramatic programs and ascertained percentages on how many televiewers viewed a particular program regularly, and on factors involved in their percent of likes and dislikes. Factors were: camera work, performers, story, time presented, length of program, scenery, advertising.

The Goldbergs, viewed regularly by 57.3% of 534 people, topped the list, chiefly on the strength of a 96.1% like for its performers. On the other side of the ledger, however, dislike percentages were 23.2% for the advertising, 15.4% for length of show, and 12.7% for camera work.

Next nine shows in the top 22: *Suspense* (53.2%); *Kraft Theatre* (44.6%); *Black Robe* (37.8%); *Philco Playhouse* (36.1%); *Studio One* (32.8%); *The Clock* (28.8%); *Colgate Theatre* (27.2%); *Lights Out* (26.8%); *Fireside Theatre* (21.3%).

Another category was set aside for favorite dramatic shows liked best by each of the 534 set owners contacted. *The Goldbergs* also topped that list, with a 23.1%. The report gives 10 programs with percentages and comments of televiewers.

Advertest found that the average time period for comfortable televiewing was 3.4 hours per night, and for drama 1.6 hours, or 47.1%.

It also tabulated 34.4% for sports as the No. 1 favorite as rated by TV set owners, with variety second at 30.7% and drama third at 19.9%.

With respect to use of film in TV dramas, televiewers felt that a program completely filmed "takes away" from the effectiveness—41.6% against, 25.1% for. Partially-filmed programs, however, found most set-owners favoring film.

Study, conducted in the New York and New Jersey areas, also included statistics on length of time of ownership, economic groups, type of TV models, as well as manufacturer brand preferences.

* * *

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 14, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	17,000	Station
Baltimore	WAAM, WBAL-TV, WMAR-TV	87,676	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	5,100	Dealers
Boston	WBZ-TV, WNAC-TV	146,392	TV Comm.
Buffalo	WBEN-TV	35,942	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	223,610	Elec. Assn.
Charlotte	WBTV	7,800	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	35,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	14,000	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	1,750	Distributors
Dayton	WHIO-TV, WLWD	18,000	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV	17,500	Dist. & Deal.
Grand Rapids	WLAV-TV	6,200	Distributors
Greensboro	WFMY-TV	6,531	Distributors
Houston	KLEE-TV	8,500	Distributors
Huntington	.....	1,000	Distributors
Indianapolis	WFBM-TV	9,200	Dealers
Jacksonville	WMBR-TV	1,500	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	213,273	Rad. & Appl. Assn.
Louisville	WAVE-TV	10,557	Accountants
Memphis	WMCT	9,910	Station
Miami	WTVJ	9,700	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	35,200	Stations
New Haven	WNHC-TV	44,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	835,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	9,694	Distributors
Omaha	WOW-TV, KMTV	8,139	Distributors
Phoenix	.....	1,044	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	227,500	Elec. Assn.
Pittsburgh	WDTV	35,000	Dist. & Deal.
Portland	.....	606	Eng. Est.
Providence	WJAR-TV	16,392	TV Comm.
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
San Diego	KFMB-TV	11,600	Dealers
San Francisco	KGO-TV, KPIX, KRON-TV	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	22,000	Distrib. Assn.
Tulsa	KOTV	1,000	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 52; Stations on Air 90; Sets in Use 2,734,481

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WABD, WNBT Lead in Spots In N. Y. for Sept.-Oct.

IMPACT of spot commercials on television stations in the New York metropolitan area was greatest on WABD (TV) in September and on WNBT (TV) in October, according to a survey by Advertest Research.

Analysis was based on a comparison of data drawn from the September and October issues of the *Advertest TV Spot Report*. Computed was the number of respondents who could identify stations on which they viewed recalled spots.

Behind WABD (TV) in September were the following stations in order of rank: WATV (TV), WCBS-TV, WNBT (TV), WPIX (TV) and WJZ-TV. In October, WCBS-TV jumped from third in the Advertest analysis to first while WABD (TV) dropped to second place. The other stations lined up after WABD (TV) in this manner: WATV (TV), WPIX (TV), WJZ-TV and WOR-TV.

Further breakdown shows daily ranking for each month. In September—WCBS-TV led Monday; WNBT (TV) on Tuesday; WABD (TV) on Wednesday; WATV (TV) on Thursday; WABD (TV) on Friday; WABD (TV) and WATV (TV) tied on Saturday; WNBT (TV) on Sunday. In October—WCBS-TV repeated as Monday leader and also led on Saturday while WNBT (TV) took top honors on the other five days. Total number of respondents interviewed daily is 200.

* * *

Football Tops Local Choices In Miami Poll

FOOTBALL is the top local drawing card on Miami television with network programs topped by *We the People* (NBC), according to a video program popularity poll by the U. of Miami's radio department. Questionnaires were mailed to 3,000 WTVJ (Miami's only TV station) viewers and the report based on a 30% return.

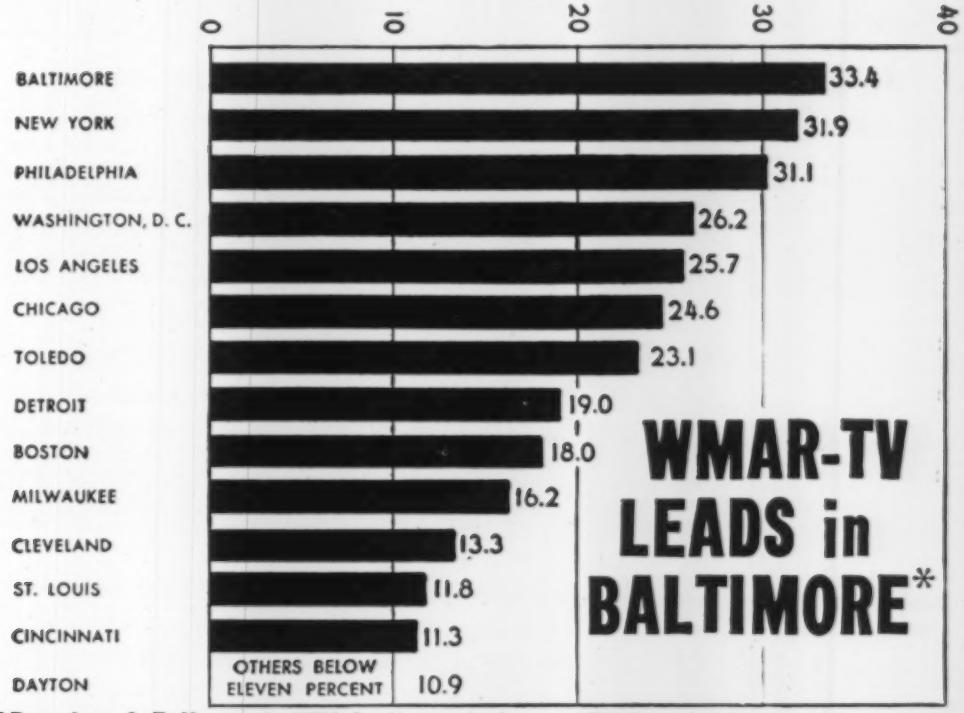
WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

BALTIMORE Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE
AUGUST - SEPTEMBER, 1949
SUN. THRU SAT. EVE • 6:00 - 10:00 P.M. LOCAL TIME



*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND MOST PEOPLE WATCH

CHANNEL-2 WMAR-TV BALTIMORE

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WFIL-TV RATES

Increase Slated Nov. 15

REVISED rate schedule announced by WFIL-TV Philadelphia, effective Nov. 15, reflects the growth of TV as an advertising medium. Station's evening hour rate will be raised from $550 to $700 and the cost of a spot announcement increased from $70 to $100. Boost in the hourly rate shows an increase of nearly 200% over the initial rate of $250 set Sept. 13, 1947, when WFIL-TV put its first program on the air.

The forthcoming ABC network rate for an evening hour on the station, effective Dec. 1, will be $1,000, or twice the present radio rate of $500. When WFIL-TV joined the network two years ago, the established rate was $300 for an evening hour program. Roger W. Clipp, general manager of *The Philadelphia Inquirer* stations, noting the change in rates, predicts that in two or three years, the basic hour rate on WFIL-TV will reach $2,000. He looks to national advertisers, with their larger budgets, to provide most of the TV advertising revenue and local sponsors to spend more on radio advertising.

RCA Cuts 'KF&O'

RCA VICTOR, New York, which underwrites *Kukla, Fran & Ollie* three times weekly on NBC-TV, will reduce its sponsorship to twice weekly, making available Wednesday show [BROADCASTING, Nov. 7]. Other two nights (Tues. and Thurs.) are sponsored by Sealtest (ice cream). The latter advertiser may pick up the available night after the winter hiatus that the show will take during January to March. RCA Victor is handled by J. Walter Thompson Co., New York; Sealtest is serviced by N. W. Ayer & Son, New York.

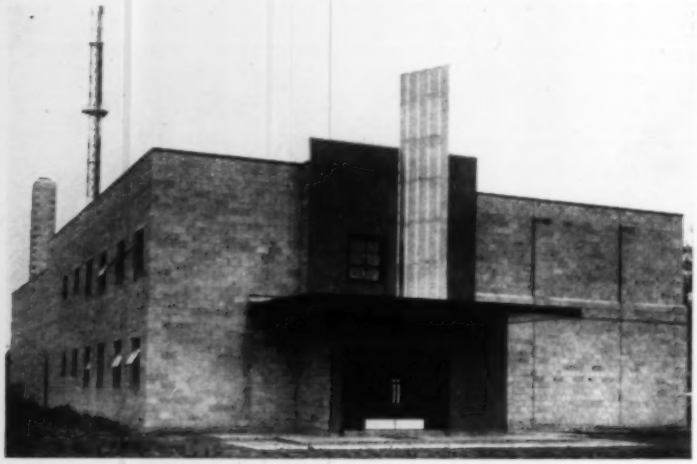
ONSTAGE personnel and unseen associates—with the latter outnumbering the cast three-to-one — all take a hand in telecast of *Midwestern Hayride*, aired each Saturday, 7:30-8:30 p.m., on a Crosley three-station Ohio TV network. Shown in studios of WLWT (TV) Cincinnati, originating outlet, are the m.c. and the 10 members of the cast (center and right foreground) and 32 others who perform tasks on behalf of the show. Program also is heard on WLWD (TV) Dayton and WLWC (TV) Columbus under sponsorship of Bavarian Brewing Co., through Ralph H. Jones Co., Cincinnati agency.

NBC-TV RATES

Card 2 Covers 49 Outlets

NBC's Television Network now includes 49 video outlets, with a combined network base rate of $17,425 an evening hour, according to the network's rate card No. 2, effective Nov. 1.

This represents an increase of 15 stations since the network's first rate card, dated June 1, when NBC had 34 TV affiliates, with a total base evening hour rate of $10,900. Of those 34 stations, 26 have increased rates since that date. New card shows 16 interconnected stations, 22 available on NBC only as a group and four which can be added individually, and 23 stations served by film or kinescopic recording.



NEWLY completed studio building from which WLWC (TV) Columbus operates, houses administrative offices and three studios. Largest studio is 40 x 60 ft., others 33 x 24 ft. and 29 x 18 ft. Central control room, glassed in on three sides, overlooks all studios. Producers are stationed on a raised platform in the center of the control room from which all three studios, as well as control equipment and panels are visible. Building is at transmitter site, 3165 Olentangy River Rd.

KRON-TV OPENS

Third S. F. TV Outlet Starts Tomorrow

THIRD television station for the San Francisco Bay Area, KRON-TV, will begin operations tomorrow (Nov. 15).

Station will debut at 7 p.m. with an hour-long talent show telling through action and music the story of San Francisco. First regular program will follow at 8 p.m.—*Texaco Star Theatre*, on which Milton Berle will feature a special salute to KRON-TV.

Owned by the *San Francisco Chronicle* and affiliated with NBC-TV, the station will telecast on an initial schedule of six days a week, Sunday through Friday, 7 to 10 p.m., on Channel 4.

Main studios are located on the ground floor of the Chronicle Bldg. Permanent and movable sets for local production have been built around the walls of the studio with section for studio audience at one end. Cameras will be operated from the center of the studio where they can swing from set to set.

Auxiliary studios, rehearsal studios and executive offices are located on the second floor of the building.

Transmission facilities are located on the highest point in the San Bruno Mountains, along the southern boundary of San Francisco. The area has been designated Television Peak and is the highest point in the hilly San Francisco district.

Transmitter Height

Transmitter rises 1,480 feet above sea level. The station will operate with a directional type antenna, latest RCA model especially constructed for KRON. Equipped with 12 radiating units assembled equally around the transmitter tower, the antenna will have an effective video radiating power of 15 kw, audio power of 7700 w. Studio productions will be carried to the transmitter site by microwave.

News room facilities, living quarters for a 24-hour a day staff, film and slide projection equipment room, film cutting room and transmission equipment are housed in a modern ranch style building constructed atop Television Peak in cooperation with KNBC-FM, which will maintain FM transmitter and facilities on the mountain top.

KRON's FM transmitter, now located on the Chronicle Bldg., also will be moved to Television Peak in the near future.

Heading the new television operation is Charles Thieriot, general manager of all *Chronicle* radio and television operations and assistant business manager of the newspaper.

Director of television for the station and in immediate charge of station operation is Harold See, former director of WBAL Baltimore.

Others on the staff include Patrick Crafton, program director, formerly with WEWS (TV) Cleveland in the same capacity; Norman Louvau, commercial representative, who held the same position with KRON-FM and formerly operated independent advertising agency, and Al Isberg, chief engineer.

VIEWFINDER

GE Has Electronic Unit

GENERAL ELECTRIC Co. has announced a new electronic viewfinder for the firm's television studio cameras. Paul L. Chamberlain, GE transmitter sales division manager in Syracuse, said the viewfinder gives the operator a brighter image, an exact reproduction of the scene being telecast, and improved performance in eliminating distortion.

Mr. Chamberlain also pointed out that the new viewfinder is capable of giving 500 lines definition, video response is uniform to 7.0 mc within ± 0.5db and, as normally used with mixed blanking, there is no observable tilt in a 60 cycle square wave.

Telenews Adds Four

TELENEWS-INS newsreel service has added four new TV markets to its roster, International News Service has announced. Starting this month are WSAZ-TV Huntington, W. Va., with the daily reel, and KOTV (TV) Tulsa, with the daily and weekly service. WKTV (TV) Utica, N. Y., with the daily reel, and WOAI-TV San Antonio, with daily and weekly service, will start in December.

WARREN PRODUCTIONS, Albany, N. Y., new video film firm, has hit upon an idea to reduce production costs of animated films and thus make television advertising practical for smaller advertisers. Company is offering package service to networks and to local stations throughout the country. In package deal station can buy full twenty-second or one-minute animated ready-to-shoot commercial for $25 and there is no time limit on frequency of use. Packages are made of six timely units each. WP plans to handle special jobs for larger advertiser. In most cases price will be well below that for present animation processes, company claims. A. Vincent Warren, in advertising for nearly 40 years, developed new animation technique.

Jerry Fairbanks Productions, Hollywood, producing series of one-minute TV commercials for **Helene of Hollywood** (manufacturer of bras). Agency: **John Freiburg**. . . . **American Releasing Corp.**, Hollywood, appointed distributor by **Five Star Productions**, same city, for its TV film, *Artists in Crime*, 13 quarter-hour series. . . . **Jeanne Gray**, KMPC Hollywood commentator, has opened television film production offices at 2203 N. Highland Ave., Hollywood, telephone Granite 2764. Miss Gray is currently doing series of half-hour films in color of interesting Southern California scenes.

* * *

Irving Mack, president of **Filmack Trailer Corp.**, Chicago, producer of television films, has purchased building which houses its production offices and plans extensive remodelling. . . . Brian Donlevy and Victor McLaglen, motion picture stars, are featured in series of eight 20-second and one-minute spots just released by **Sarra Inc.**, Hollywood, for **Blatz Brewing Co.**, Milwaukee. Commercials used as station breaks show stars giving testimonials. Agency: **Kastor, Farrell, Chesley & Clifford**, Chicago.

WOR-TV CEREMONY

Dedicate New Facilities

FORMAL dedication ceremonies for the WOR-TV New York transmitter tower and building in North Bergen, N. J., were scheduled for yesterday (Sunday) at 1 p.m.

Officials of WOR-AM-TV and of the Lehigh Structural Steel Co., gathered for ceremonies with representatives of the clergy, North Bergen civic leaders and residents. Guests were taken on a tour of the installation.

A bronze plaque, presented by Lehigh Steel, was unveiled and presented to J. R. Poppele, WOR-AM-TV vice president in charge of engineering, by T. R. Mullen, Lehigh president. The plaque is inscribed:

WOR-TV
THEODORE C. STREIBERT
president
J. R. POPPELE
chief engineer

tower designed and fabricated by
LEHIGH STRUCTURAL STEEL CO.
Allentown, Pa.
T. R. MULLEN
president
Oct. 11, 1949

Film Report

Howard Radio and Television Productions, Chicago, has completed series of one-minute spots for **Community Motors**, Pontiac dealers, same city. Spots will be telecast on WENR-TV Chicago for 13 weeks. **Leo P. Bott** agency. . . . **World Artists Inc.**, Hollywood, planning production of two 25-minute films for its World Artists Television Films series. New films will feature Jascha Heifitz. Recently completed films featured Artur Rubenstein.

Sixteen Screen Service, Los Angeles, has completed four live action films for **Adolph's Food Products** (seasoned meat tenderizer). Agency: **Mayers Co.**, Los Angeles. . . . **John Sutherland Productions**, Los Angeles, doing 13 one-minute combination live-action-animated films for **Crosley Division of Avco Corp.**, Cincinnati. Placed direct. Firm recently finished series of ten one-minute spots for **Ronson Art Metal Works Inc.**, Newark, through **Grey Adv.**, New York. Through **Foote, Cone & Belding**, same firm did three filmed commercials for **Pepsodent**. . . . Aimed at teen-age audience **Gillis-Edwards Productions**, Hollywood, to do series of 13 quarter-hour films featuring actor Ronnie Gans.

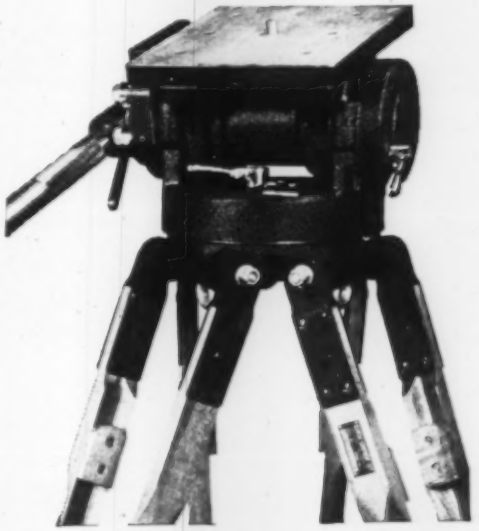
Telefilm Inc., Hollywood, has invited representatives of 97 agencies in San Francisco area to one-day "TV Spot Commercial Clinic," Nov. 17, to be held at Sir Francis Drake Hotel. Representing company will be **Don McNamara**, television director, and **Jim Pinkham**, public relations director. . . . **Telamir Productions Inc.**, 468 Calle Principal, Monterey, Calif., has taken over former KDON Monterey offices and studios in KDON building for production of television films. Firm plans to produce musical comedy, dramatic and documentary films in color, for national distribution. Principals in new firm are **Larry Moore**, president; **Bert F. Randolph**, vice president-treasurer. Firm plans remodelling of offices to make "modern television center."

MOTOROLA Inc., Chicago, has introduced TV console and AM-TV-phonograph combination with "simplified TV tuning, requiring two controls, and built in antennas." Models have 16 and 12½-inch tube, respectively.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

THEATRE GROUP

Asks Channel Allocation

FORMAL PROCEEDINGS looking toward the allocation of frequencies for theatre television were requested last week in a petition filed with FCC by the Motion Picture Theatre Owners of West Virginia.

The petition was in support of a similar request filed last summer by the Theatre Owners of America, of which the West Virginia group, representing 17 independent theatres, is a member [BROADCASTING, Sept. 5].

The West Virgina organization told FCC that most of the communities represented by its membership "will not receive a local or even a regional television broadcast service in the foreseeable future" and that theatre TV therefore may be the "only satisfactory" video service they have.

Further, the petition noted, many types of programming—concerts, for example, or a repertory theatre—may be too costly for television broadcast stations but "particularly adaptable" for theatre television.

"Theatre television," the petition also asserted, "offers a unique and unparalleled opportunity for local community service"—for child and adult education, in particular, and for other community purposes.

The petition was filed by the Washington law firm of Cohn & Marks. Theatres represented in the West Virginia group are located at Huntington, Charleston, Ronceverte, Clendennin, Summersville, Parkersburg, and Union.

On another front, meanwhile, theatre TV was hailed as "a shot-in-the-arm for the motion picture industry" by Nathan L. Halpern, television consultant to the Theatre Owners of America and the Fabian Theatres.

Addressing a St. Louis meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois on Wednesday, Mr. Halpern asserted: "To the motion picture producers and distributors, theatre television represents an added attraction which may prove a life-saver in stimulating larger audiences to come to the theatres where their pictures are played."

Mr. Halpern noted that a theatre can install TV equipment for about $25,000 as against an average investment of around $500,000 for a TV broadcasting station.

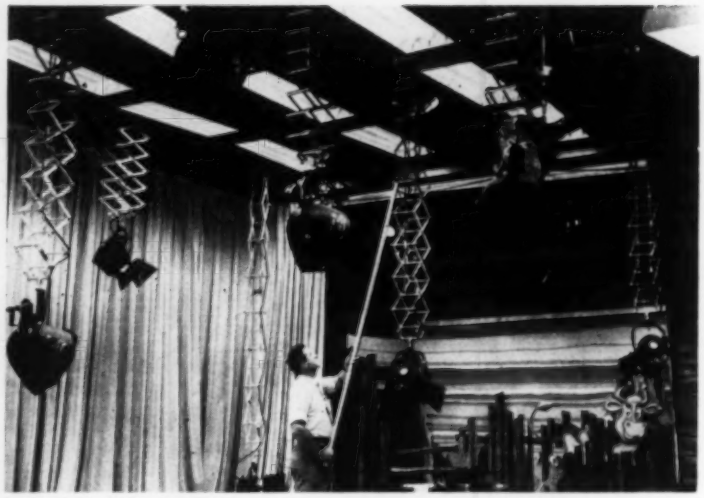
"With the equipment and interconnection of about 50 good-sized theatres," he said, "it will become possible to program exclusive television entertainment regularly in the theatres."

He told his listeners that "it is of profound significance for the future of the theatre television industry that it may take only about 25 theatres out of the 17,000 theatres in the U. S. to buy exclusive nation-wide television rights to major events."

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri



NEW "skyhook" lights, which can be regulated to any height, are one of WCAU-TV Philadelphia's Studio A lighting features. Station engineers report lights satisfactory under all conditions. The incandescent lights are attached to overhead power rails and may be suspended or angulated in any direction and can be moved to any direction on power rails with a minimum of effort. One man can set studio lighting in a minute or two. WCAU-TV is using a bank of 12 of these "skyhooks" along with several banks of overhead fluorescent lights, floor fluorescent floods and regular floor flood lights to give its studio daylight results.

PHILCO SALES

Reports Production Rise

WILLIAM BALDERSTON, Philco Corp. president, has reported that TV production of the company's new 1950 line increased rapidly in September and earnings for the month were $802,000 or 46 cents a share after preferred dividends.

Philco's sales totaled $150,043,000 and net earnings were $2,506,000 or $1.32 a share after preferred dividends for the first nine months of the year, compared with $6,632,000 or $3.95 a share for the similar period of 1948. Income for the September quarter amounted to $508,000 or 24 cents a share as compared with $2,416,000 or $1.44 a share in the third quarter of 1948. Sales for the quarter were $46,776,000 compared with $69,539,000 a year ago, when there was peak production of refrigerators.

TV LESSONS

WBAL-TV Beams to Students

THE trend of television in the field of education, freely predicted by industry leaders and educators, has become a reality—at least in Baltimore. WBAL-TV Baltimore reports the city's public schools now use TV lessons as part of their regular curricula.

Originating in WBAL-TV's studio's, lessons are arranged by Dr. David E. Weglein, station's public service counselor, in cooperation with the School Dept.'s audio-visual education committee, and telecast into third and fourth grade classrooms. Thirty-six sets loaned to the schools by a Philco distributing firm pick up the telecast lectures. An additional 12 sets are to be made available.

The lecture telecasts, WBAL says, will continue once a week through the school year. First series of five lessons is entitled "Melody Instruments" under the direction of Richard C. Berg, superintendent of Instrument Music in Baltimore's schools. The lesson is followed with a lecture by the classroom teacher. Other series to be telecast include lessons on safety and library work, with other subjects in the planning stage. The idea for using TV as part of the public schools' regular courses of study has been nursed by Dr. Weglein for the past year. Experimentation with the use of one set proved successful and gained enthusiastic teacher response.

TV AWARD of Art Directors Club of Philadelphia went to WFIL-TV that city for superior production of *Paul Whiteman TV-Teen Club* and WFIL-TV *Newsreel*.

ANIMATION

Hooper Notes Sales Value

TELEVISION's ability to present not mere advertising, but actual sales demonstrations is going to pay its own bill in the future, according to C. E. Hooper, president of C. E. Hooper Inc., New York.

Mr. Hooper last Wednesday evening addressed the advertising and selling alumni of the Advertising Club of New York. He declared that these are times of dynamic change in broadcasting, in terms of facilities, of audience behavior, of visual media and of advertising budgets.

He particularly stressed the sales value of animated pictorial TV advertising. "Note if you will," he said, "what Schaefer beer is doing. Every time a team trots in to bat at Ebbetts Field they actually pour a foaming glass of Schaefer beer down the throat of every man, woman and child in the TV audience without the disastrous effects which the lookers would experience were they to keep up the pace recommended by the commercial announcer, but with unquestioned stimulation to the consumption of brewed beverages, including Schaefer's."

He advised advertising graduates to avail themselves of the opportunity video affords of actually moving merchandise into the homes, telling them "the budgets are available in the form of other selling costs currently incurred, for which TV expenditures can substitute."

KECA-TV TESTS

Kinescope Ready for Use

FIRST tests on its two kinescope units were conducted last week by KECA-TV Hollywood. At least one of the units was expected to be in operation this week, according to Cameron Pierce, station engineering operations supervisor. Costing total of $60,000, each piece of equipment uses single system 16mm variable density sound and consists of RCA kinescope, John Maurer sound recorder, and John Wall film camera.

Television station also has announced completion of construction of a 10 kw portable power plant, to be used to supply power to mobile units when other power is unavailable.

WCAU-TV Gift

WCAU-TV Philadelphia, *Bulletin* station, turned over to the U. of Pennsylvania School of Journalism on Nov. 4 a facsimile press equipment to be used for training students. Material, installed by WCAU engineers at 3433 Woodland ave., consists of two scanners, a transmitting control panel, a monitor and recording and amplifying units. Dr. Reese D. James, director of journalism courses at the university, said the equipment will give students a chance to study techniques of facsimile.

DEFENSE VIDEO

'Armed Forces Hour' On NBC-TV

WHAT unification of the armed services means in practice is being presented to the public visually by the Dept. of Defense which began its first television series Oct. 30 on NBC-TV. Comparable to the *Army Hour* which was carried on NBC's AM network during the war, the video series, *Armed Forces Hour*, tells the story of unification "from the level of the Secretary of Defense down to the lowest-ranking service man."

A half-hour program, the series is telecast Sunday at 5 p.m. EST. Opening program of the 39-week series was entitled "Your Defense Dollar" and dealt with the military budget.

Each program will deal with some phase of unification with special tie-ins planned for national holidays. On the New Year's Day show, Secretary of Defense Louis Johnson will appear, reviewing the military highlights of 1949.

Mostly on Film

Utilizing the vast film files of all the service branches, the *Armed Forces Hour* will be produced approximately 90% with film in the initial stages, but it is hoped as the series progresses more live telecasts can be used, according to Charles Dillon, chief of the Radio-TV Branch, Office of Public Information, Dept. of Defense. Arrangement for the series began early in the summer through the cooperation of Mr. Dillon and Carlton Smith, NBC's director of television operations.

Programs originate in NBC's Washington studios at the Wardman Park Hotel, but provision is being made for remotes when needed to further the elements of realism and immediacy. Production of the show on amphibious warfare, scheduled for yesterday (Nov. 13), called for use of the swimming pool at Wardman Park with actual underwater telecasts.

Commenting on the new video series, Secretary Johnson said: "By means of these programs many millions of citizens will be able to see how their defense dollars are being spent. . . . I commend NBC for undertaking to reflect these developments which are so important to our national security."

Speaking for NBC, Niles Trammell, network's board chairman, stated: "The *Armed Forces Hour* [is] a proud addition to NBC's public service in the field of television. . . . Every citizen wishes to know as much as possible about the services which will defend his country if it is ever again attacked. NBC's part in this informational undertaking is to provide its facilities for the Armed Forces' message. It cheerfully does so."

Production of the series is directly in charge of Maj. Robert P. Keim, USAF, chief of the Defense Dept.'s television section and formerly with Compton Advertising, New York, and Lt. Benjamin S. Greenberg, USNR, also of the television section. Others active in the production include Lt. Cass Bielski, USAF, formerly with WOSU Columbus, Ohio; Ensign Jack Siegal, USN, formerly with WPEN Philadelphia; Charles Christensen of WNBW (TV) Washington; Charles Colledge, WNBW chief engineer; concert orchestra and Singing Sergeants of the Air Force Band, conducted by Lt. Col. George S. Howard.

Background music for the *Armed Forces Hour*, one of the highlights of the series, is original scores by Master Sgt. Fred Kepner, chief arranger of the Air Force Band.

Working on production of the Armed Forces Hour *are (l to r) Lt. Greenberg, Maj. Keim and Mr. Dillon.*

* * *

CANADIAN BROADCASTING Corp. engineers have completed surveys at Montreal for TV transmitter site. Tests have shown, with mobile receiver unit, that Mont Royal will be best location for transmitter, with reception up to 50 miles distant. One of first two Canadian TV transmitters will be installed there by CBC. Tests at Toronto for second transmitter site have not been completed yet.

ASCAP TV MUSIC

Hope for Agreement Soon

HOPE that an agreement on terms of a per program license for the use of ASCAP music on television may be reached by the end of the month was expressed last week by Stuart Sprague, counsel for the NAB negotiating committee. This group has met several times with a similar committee representing ASCAP and is making reasonable progress, Mr. Sprague reported. He said that the groups will meet again before Thanksgiving. Meanwhile, ASCAP is expected to make another extension of its interim video licenses, to Nov. 30.

Main problem confronting the committees is believed to be the determination of the "reasonable relationship" between the rates of payment called for by the blanket licenses and the per program licenses. ASCAP spokesmen have frequently stated that the 8% figure in the AM commercial per program licenses is far too low in proportion to the 2.25% in the blanket station commercial licenses, when the difficulties of accounting, policing and other details of collecting for the use of music under a per program license is taken into consideration.

Many broadcasters have felt, however, that a ratio on the order of four-to-one puts an excessive burden on the station operator who wants to pay only for the music he uses when he uses it. The station with a per-program license has extra record-keeping costs just the same as ASCAP does, they point out.

Another troublesome task for the committees is determining the base to which the per program rate will be applied. If a sustaining musical program is followed by a non-musical announcement, should the sustaining or commercial rate apply? That's typical of the kind of questions the committee must answer.

VIDEO-REFLECTOR DEBUT

CBS TV To Use New Camera Magnifier Unit

VIDEO - REFLECTOR, 40 - inch "lenseless lens" designed by Dr. Frank G. Back, creator of the Zoomar lens, will make its TV debut Saturday, Nov. 19, in the CBS-TV coverage of the Columbia-Brown football game. Designed to achieve sharp close-ups of sports and news events, the video-reflector uses reflectors in place of the usual lenses to achieve the desired magnification. Extra-long focus telephoto lenses have been unsatisfactory for video use because they were too heavy, too long and too shaky.

The new video-reflector is only 16 inches long, despite its 40-inch focal length, and weighs only six pounds, no more than many other TV lenses. It can be mounted directly on a camera turret without disturbing the operation of other lenses.

The new long focus lens, CBS explained, "consists of a correction plate which in position corresponds to the front element on a conventional lens), an aspherical reflector a mirror shaped like a segment of a large sphere), and three aluminized flat mirrors. The sight enters the lens through the correction plate, is picked up by the aspherical reflector, and then is zig-zagged back and forth by the three flat reflectors to the target of the camera's image orthicon.

"Lens control (F stop opening) is obtained, not through the use of a conventional iris, but by adjustment of the position of a rotatable "damper" (similar to the simple damper used in a chimney flue) which is placed directly in front of the aspherical reflector. Depending on the damper's position, it cuts off more or less light to provide F stops ranging from F 8 to F 22."

BAY AREA RELAY

Terminus Nearly Complete

THE SAN FRANCISCO terminus of the microwave relay system under construction between that city and Los Angeles is nearly complete, R. N. Buell, division manager of Pacific Telephone & Telegraph Co., said last week. The terminus is made up of two lens type antennas atop PT&T's 26-story building at 140 New Montgomery St.

Other relay stations now under construction are located on Mt. Diablo, southeast of San Francisco and down the west side of California's central San Joaquin Valley and into Los Angeles. System will be used for both telephone and two-way TV transmission between the two large cities. Present schedule calls for relay transmission to begin sometime next summer.

ATAS BRANCH

San Francisco Unit Formed

SAN FRANCISCO Bay Area branch of the Academy of Television Arts and Sciences was launched Nov. 7 at an organizational dinner-meeting at the San Francisco Press Club. Harry Lubcke, director of television for Don Lee and president of the ATAS in Hollywood, addressed the meeting.

The ATAS is the western counterpart of the American Television Society in New York. It is comprised of representatives of all TV stations, distributors of TV sets, press representatives, agencies engaged in TV work and allied groups.

What's The Television Story?

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with facts and figures and a list of selected companies. Ask Dept. BT-21.

BACHE & CO.

Members New York Stock Exchange and other Leading Stock and Commodity Exchanges

36 Wall Street, New York 5

Telephone: DIgby 4-3600

Offices in Most Principal Cities

Color Hearings

(Continued from Telecasting 2)

tended that the "potential advantages of FM are alone such that it would seem undesirable to legislate FM out of television without providing an adequate opportunity to study it."

He conceded that "more proof" would be needed before either FM video or his conception of Polycasting could be finally authorized, and this posed the question of who would provide the necessary field tests. Mr. Wilmotte said he had indications that at least one "substantial company" would be interested in undertaking tests if it could be assured these systems had a serious chance of FCC approval.

Cites Advantages

He cited work done under the direction of FCC Laboratories Chief E. W. Chapin—an FCC report on which was entered into the record—as showing advantages of FM video over AM video. Mr. Wilmotte said:

In nearly all respects, that is in co-channel interference ratio, adjacent-channel interference ratio, in short-time ghosts, FM appears superior to AM [for picture transmission]. Only in long-time ghosts does there appear to be a question as to which is superior when compared with offset-carrier AM. In co-channel interference, FM seems superior even.

These results are achieved with a bandwidth which may not be appreciably wider than the band required for AM. It should probably be slightly wider, but that I understand is still a subject of discussion, and may be affected by the method of incorporating the sync pulse. . . .

FM is . . . inherently capable of using the band allocated to it more usefully than AM. . . .

In addition to [the] advantage of FM in improving the ratio of desired-to-undesired signal, FM should be able to overcome noise better than AM. In other words, for a given service area less power is required on FM than AM. Also it does not require specially high power to transmit the sync pulse. . . . Finally, UHF transmitters are more easily and much more efficiently modulated with FM than AM. These three factors add to the conclusion that for the same service FM will require less power, probably a fraction of the transmitter power required for AM.

. . . Substantial improvements in performance may be expected with further work. . . .

Mr. Wilmotte estimated that the use of FM video would add about $15 to the retail price of an adapter to permit UHF reception on present VHF sets.

He said early tests of FM video were based on use of "ordinary" AM receivers "without limiters, which are a well-known key requirement for good FM reception." Thus he felt "many have been led astray" and that "Mr. Chapin's tests probably represent closely the true facts."

Under questioning by Comr. George E. Sterling he said his former associate, Paul A. DeMars, had not been "enthused" over the prospects of FM video when they jointly filed their Polycasting petition almost a year ago [BROADCASTING, Dec. 6, 1948]. But he felt that Mr. DeMars had not at the time been fully familiar with the work done on FM video.

The Polycasting plan — details of which are to be presented in the "general" phase of the TV proceeding after the color portions have been completed—involves the use of several low-power stations, radiating about 2 kw at 300 feet and employing two channels, to achieve coverage over wide areas.

Wilmotte Heard

Chairman Coy said he had asked Mr. Wilmotte to summarize this system even though it more properly belonged, and would be detailed, in the "general" TV phase.

Mr. Wilmotte said "Polycasting seems to be the only alternative" since "it is generally recognized that good service cannot be rendered at UHF over large areas or in areas having large structures or hills, except with unreasonable amounts of power." He continued:

Estimates that I have made show that in a heavily built-up area, a Polycasting system consisting of four 2-kw stations at a height of 300 feet will give Grade A service over the same area as a single 1,000 kw station.

For a small suburban type of area, a similar Polycasting service will provide the same area of Grade B service as a single station of 110 kw. For rural service of 5,500 square miles a four-station Polycasting system (a total power of 8 kw) would provide better service than a single 1,250 kw station; and over 19,000 square miles, 12 Polycasting stations (a total power of 24 kw) would provide better service than a single station of 400,000,000 kw.

A Polycasting system for a given area, he said, would require a "master" station and "slave" stations. The slave stations would be automatic and unattended, he said, and might cost as low as $25,000 for equipment including tower and antenna.

Low Power Required

Noting the unavailability of high-power UHF transmitters, he said that "with FM and Polycasting, the power required would be so small that transmitters should be available in a matter of months."

Mr. Wilmotte said that "as yet no one has raised with me a basic technical objection" to Polycasting. Among its advantages he cited wide coverage, elimination of shadowing, reduction of blanketing, and the ability to pattern service to the needs of the particular community.

At the outset of the week, completing the presentation which he started the week before, Dr. DuMont warned against adoption of a color system which may have to be changed. He cited the construction of the railroad system.

"If you had half the lines built and a government agency like the FCC came along and said you had to change the gauge, the entire system would be wrecked," he declared. "If the Commission standardized on a compatible system now, the damage would be less, but it would still exist because of the lack of testing by both the public and engineers."

Dr. DuMont felt the U. S. "would be a laughing-stock before the whole world" if it adopted the CBS proposal. He said the CBS system's 405-line standard would be the world's lowest, and that he thought 441 lines should be the minimum. Existing monochrome standards is 525 lines.

Nor did he think the RCA or Color Television disc systems would develop into a "satisfactory" system in the immediate future.

Referring to the current "freeze" on monochrome TV applications, Dr. DuMont noted that "industry has been held up for 13 months and it looks like it will be held up for another 13 months. I would like to see us leave color and go into allocations."

Asked by Comr. Sterling whether there was hope for a system which would combine features of the RCA, CBS, and CTI techniques, he said he had considered such a possibility—except for the CBS system—but that his engineers "have not yet given me any encouragement that it can be done."

To other questions, he said that "true" color in television would contribute "more to advertising than to programming" because "if the colors are off, the process would not hurt" programs "very much."

Dr. Goldsmith, appearing as chairman of an RMA color television committee, submitted a new report on field-testing requirements since the original report, submitted early in the hearings, had been sent back by FCC for clarification. Comr. Jones said the report was still "not satisfactory to me" because it did not contain committee evaluations with respect to the various systems.

The committee maintained, however, that "in this regard it could do no more than transmit to the Commission information which it would obtain from parties" to the hearing and that such information "should preferably be supplied directly to the Commission for evaluation."

Report Adopted

Dr. Goldsmith noted that the report was adopted unanimously by the committee except for a dissent by Dr. Peter C. Goldmark, developer of the CBS system, on the failure to go into greater detail on some points. CBS Vice President Adrian Murphy said Dr. Goldmark had felt enough data was available to permit, on some points, an evaluation of the three competing systems.

Arco Electronics' proposal for public observation of the rival systems, according to its letter to FCC, would clear the way for at least 250,000 "fan experimenters" to help decide which system is preferable.

Proponents of the various systems would be required, under this plan, to present colorcasts "for a minimum number of hours each evening for a period of at least a year." Arco, and "hundreds of other competently qualified firms," woud prepare kits which "fans" could use to build color receivers.

"Only by this means can the trial-and-error results of experimentation by 250,000 or more unbiased and impartial minds emanating from every section of our

FCC AND NETWORK officials joined Nov. 1 in celebrating first birthday of WAAM (TV) Baltimore. Dinner was held at Sheraton-Belvedere for official guests followed by birthday telecast and open house at million-dollar video plant. L to r: FCC Comr. E. M. Webster; Ernest Lee Jahncke, ABC stations vice president; Judge Samuel Carliner, WAAM executive vice president; Chris Whitting, executive assistant to director of DuMont TV Network; FCC Comr. George E. Sterling. Also representing FCC at celebration were Benedict P. Cottone, general counsel, and Harry M. Plotkin, assistant general counsel.

ATTENTION
AM FM & TV STATIONS

LONDON LIBRARY SERVICE features ffrr

FULL FREQUENCY RANGE RECORDING

This exclusive recording process reproduces every sound audible to the normal ear and guarantees the finest in recorded music.

THE COST...ONLY $30 PER MONTH

For further details:

LONDON LIBRARY SERVICE

a division of

THE LONDON GRAMOPHONE CORP.

16 W. 22 Street • New York 10, N.Y.

country and under all conditions, lead your Commission to establish the strongest proof and demonstration of what system of color TV would be the best," Arco told FCC.

Meanwhile, it was reported that the program for the Nov. 21-22 comparative tests of the RCA and CBS color systems and DuMont monochrome transmission will include a women's show, a showing of men's suits, juggling and dancing, probably puppets, wrestling, and a film presentation.

Originations, with cameras side-by-side, will be from studios of RCA-NBC's WNBW Washington. There will be no outdoor pickups. Receivers will be in Temporary E Bldg. in Washington and the tests will start at 9 a.m. Monday with admittance by ticket only, as in the case of the separate color demonstrations last month. The week's delay in the comparisons was made to permit installation of equipment for the various systems in the WNBW studios.

SQUEEZE PLAY

WJZ-TV Grid Film 32-min.

TELECAST of an entire football game in 32 minutes was achieved by WJZ-TV New York Nov. 1 when the station aired a film of the game between the New York Giants and the Chicago Bears.

On a program scheduled from 8:30-9:30 p.m., the film, from which all time-outs and other wasted motions were eliminated, was run without sound, with Joe Hasel, ABC sportscaster, providing a description of the action.

Mr. Hasel described the assignment as the toughest he's ever had, as there was no time to review formations, and he hadn't seen the film before the telecast. Station allotted just 10 seconds between periods.

WCAU-TV Philadelphia and U. of Pennsylvania have started TV course under university's College Collateral Courses Div.

COLOR

Sen. Johnson Reaffirms Public Should Make Final Choice

NEED for adopting a "broad general standard" for color television for ultimately lifting the freeze on all television applications was reemphasized last week by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

The Interstate Committee head told BROADCASTING that once a standard has been set by FCC upon completion of its color hearings "the public will then decide by its purchases what color system is the best." Until then, he pointed out, the public would have to sit it out.

Sen. Johnson made plain that the Commission should not decide "arbitrarily" as to the feasibility of any one system but should agree on a broad flexible standard "which would permit the art and science of color TV to develop in the usual American manner." He stressed the importance of lifting this "bar" so that if color is ready, the industry may move ahead as did the automotive industry years ago.

Cites Cadillac Example

"If specifications of the Cadillac had been adopted for the whole industry," he noted, "there would be no automotive industry today and there would be no Cadillac."

In pressing for a broad standard, Sen. Johnson asserted that color television systems were substantially ready three years ago, but FCC had declined to act until this year. "Of course, these color systems are not perfect now—we would not expect them to be—but we don't know until they have been tried and until a standard has been set up," he emphasized.

Sen. Johnson described as inaccurate published reports that color is still "years off," that color hearings are restraining the progress of the television industry in general by delaying the lifting of the "freeze;" that no color TV system is ready; and that color "exists as an "ideal" in the minds of a few.

"That is the purpose of FCC's present hearings," he noted. "If FCC delays authorization of a standard now for color TV, it may be years before the industry can move ahead. UHF will then be the next question before the Commission."

Sen. Johnson reiterated his position that FCC should take three logical steps in resolving the television problem:

(1) Adopt a broad general standard for color TV which would permit art and science of color to develop in the usual American manner.

(2) Allocate UHF in such a way that the allocations freeze would be lifted.

(3) Allocate VHF to certain cities and UHF to others, but not both to any one city, so that television may progress as a competitive system.

Amplifying his position on color, Sen. Johnson expressed satisfaction with the course of FCC's color hearings, and indicated any standard ultimately evolved should be based on present FCC requirements, relating presumably to the prescribed 6 mc channel and compatibility of color to existing black-and-white lowband allocations, but should not be "arbitrary" to the exclusion of any one color system. "The public will decide what system shall develop," he added.

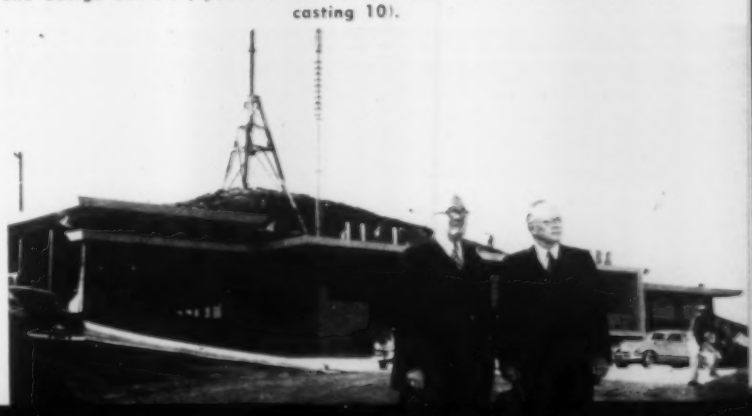
SEVEN new table and console TV models with eastern list (suggested retail) prices ranging from $199.95 to $459.95 have been sent to distributors by General Electric Co.

FORMAL dedication ceremonies of WBNS-TV Columbus, Ohio, the Columbus *Dispatch's* new television station and affiliate of CBS, were attended by (l to r) Dr. Frank Stanton, CBS president; Edward H. Bronson, WBNS-TV program director, and Herbert Akerberg, CBS vice president.

KEY figures of Teevee Film Co.'s *Hollywood Reel* (Wed. night on KECA-TV Los Angeles) get together at cocktail party for the trade. Group includes (l to r) Ludlow Foster, exec. dir.; Erskine Johnson, reporter on the reel; Gifford Phillips, Teevee pres.; Coy Watson, dir. and photographer.

REX HOWARD (r), president of American Radio Publications, Peoria, Ill., arrives in Dayton, Ohio, aboard his private plane with his firm's advance shipment of new *Television Album* outlining activities of WHIO-TV Dayton. He's greeted by Robert H. Moody (l), general manager of WHIO-TV, and Harvey R. Young, WHIO-TV commercial manager.

NEWLY completed building and facilities for joint operation of KNBC-FM and KRON-TV San Francisco on Television Peak in San Francisco's San Bruno Mts. are inspected by Gen. Mgr. John Elwood (l) of KNBC San Francisco and George Cameron, publisher of the San Francisco *Chronicle*. (Story Telecasting 10).



XUM

Basic with Buyers

1950 BROADCASTING YEARBOOK

Yes, BROADCASTING's YEARBOOK is basic with buyers. Why? Because it's the time-buying Baedecker, combining copyrighted material with indispensable data key buyers determinedly dog-ear. BROADCASTING YEARBOOK, often imitated, never equalled, has been THE reference source for buyers since 1935.

Only in the YEARBOOK will the buyer find a complete, integrated directory of all AM-FM & TV stations . . . total radio and TV billings . . . spot advertiser directory . . . economic analysis of radio advertising . . . audience and program trends (Hooper & Neilsen) . . . directory of agencies and their radio accounts . . . and many, many more valuable departments.

Your single YEARBOOK ad is a veritable 12 months' campaign. Regular rates. Please reserve space, collect, today.

Advertising deadline: Dec. 1, 1949

Guaranteed Circulation: 17,000

One time rates: ⅛th page, $70; ¼—$120; ½—$200; page—$350. Frequency discounts for all current advertisers.

BROADCASTING
TELECASTING

870 NATIONAL PRESS BLDG. • WASHINGTON, D. C.

On All Accounts

(Continued from page 20)

perfectionism to the five-a-week, half-hour TV show now. Her apprenticeship with Mr. Coburn was the reason for school-room giving way to New York, where she worked with a top-rung theatrical costumer "off and on" for six years. Beulah stage-managed successful productions at the Maplewood, N. J., summer theatre two seasons before the war, commuting from a Manhattan apartment. After a winter of working "A Kiss for Cinderella" with Luise Rainer in New York in 1942, she stage-managed "Cry Havoc" on the road 12 weeks in 1943.

First Chicago Impression

It was then she saw Chicago for the first—and she hoped the last—time. "It was bleak, dreary and I vowed I'd never be back!"

The potential of her costuming job collapsed when her employer went into the manufacture of aprons en masse. Dipping into TV, Beulah worked on an NBC show and met a lighting expert by the name of Bill Eddy. Six months later, learning he was manager of WBKB (TV) Chicago, she remembered his knowledge of the medium, applied for a job and was hired.

Five weeks of dolly-pushing and boom-hoisting led to work as a director, specializing in dramatic productions. Originator of many show ideas considered new today, Beulah was the first to use a zoomar lens in a studio. It highlighted a point in *Angel Street*, produced full-length along with *Papa Is All*, *Lucky Night*, *Skylark* and *Ladies in Retirement*. She developed formats for all commercial shows, and wrote the first few scripts.

Many dramatic shows were produced in three acts, lasting an hour and a half, with music-filled intermissions. "Although this is now only a theory, because network time is expensive, it's still my ideal of the way to telecast a play," she says. Her argument—the format permits mood and situation development without cutting and better continuity. She's believed to be the first person in TV to coordinate film with live action.

At WBKB she met Burr Tillstrom, creator and puppeteer of *Kukla, Fran & Ollie*. Beulah worked as his producer on *Junior Jamboree*, sponsored by RCA, for 40 weeks starting in October 1947. When the show moved to NBC Chicago and the TV network, she was hired by J. Walter Thompson, RCA's agency. In September, when Sealtest signed as co-sponsor, she began working also for its agency, N. W. Ayer.

After all fan mail (and it runs 7,000 a week) with mentions of either product is answered, Beulah lounges in the show's suite-studio-offices at NBC. There, with an RCA television set before her and a Sealtest-stocked kitchen at the side, she finds that TV is not only "exciting and challenging" but also comfortable.

Technical

NEWARK ELECTRIC Co., New York and Chicago, announces release of new 1950 catalog of radio, TV, electronic and sound equipment. Catalog contains special section on high fidelity FM and AM radio and phonograph instruments for custom installation in the home. It is available free upon request to Newark Electric Co. Inc., 242 W. 55th St., New York.

CHARLES KOCHER, chief engineer of WXYZ-TV Detroit, addressed student branch of American Institute of Electrical Engineers at U. of Michigan, Ann Arbor, on Nov. 2. His topic was: "One Year of Television at WXYZ-TV," and included discussion of typical television installation as well as actual operation problems.

RCA TUBE Dept.'s 1950 edition of "Tube Reference and Calendar Notebook" is now available from department's distributors. This 20th edition is prepared especially for radio and TV service dealers, engineers, technicians, radio amateurs and purchasing agents. JOHN MEAGHER prepared section on TV service data.

Free Meal

ROGER HARRISON, WBZ Boston radio farm director, wound up in the right church but the wrong pew—much to his chagrin. The RFD was slated to address the Dairymen's Banquet, according to the Agriculture Dept.'s radio-TV section, and after finishing his dinner got up to speak. But he found he had dined with the Housewares Club instead. Explanation: Mr. Harrison had arrived late and was misguided by a not-too-well informed usher.

WREN
-ABC-
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

GE PORTABLE AMPLIFIER
for FM ★ AM ★ TV

The only PORTABLE amplifier that gives you all this—

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- "Battery-saver" filament switch—

ALL IN ONE PACKAGE!

COMPARE THEM POINT BY POINT!

	G. E.	Manufacturer A	Manufacturer B
Single case includes AC and battery power supply	Yes	No	Yes
Weight	35 lbs.	29 lbs.	40 lbs.
Number of Mixers	4	3	4
Number of pre-amps	4	3	0
Accessibility	Excellent	Fair	Poor
Test tone	Yes	No	No
PA Connections	Yes	Yes	No
Both normal and high headphone levels	Yes	No	No
Rated power output (dbm)	+18	+18	+10
Max. power output	+24	+20	+17
Line isolation pad (db)	6	2	2.5

PERFORMANCE-ENGINEERED AT ELECTRONICS PARK

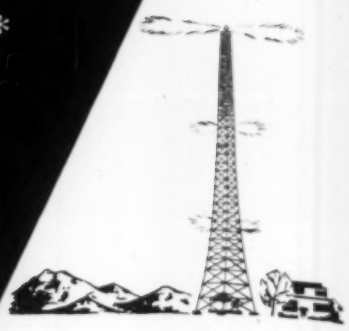
General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

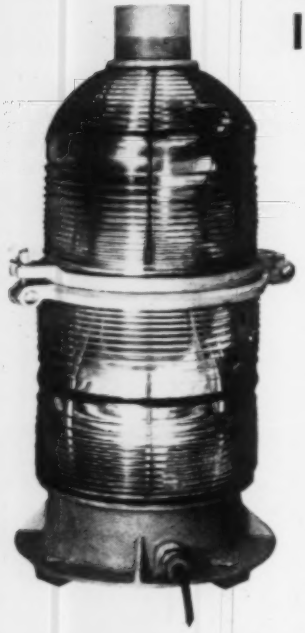
NAME.....
ADDRESS.....STATION.....
CITY.....STATE.....

GENERAL ELECTRIC

a COMPLETE LINE of CAA APPROVED* TOWER LIGHTING EQUIPMENT BY Andrew



Designed for Dependability . . . Immediate Delivery . . .

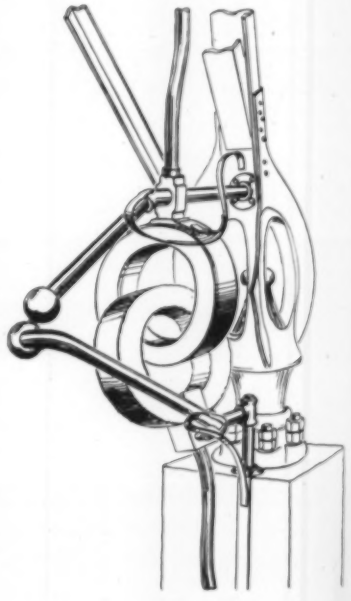


300 MM CODE BEACON, Type 660. Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

ISOFORMERS, Types 2015 and 2030. Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.



BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

SINGLE (Type 661A) and DOUBLE (Type 662A) OBSTRUCTION LIGHTS. Easy to service, rugged, reliable. To replace burned out lamps, just loosen one thumb screw and open the two piece cast aluminum housing.

Write for descriptive bulletins or further information—today.

**CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.*

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19

ANDREW

WORLD'S LARGEST ANTENNA EQUIPMENT SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

Programs

NEW Sunday afternoon music show, serving dual selling purpose, has begun on WTAG-AM-FM Worcester, Mass. Besides promoting sales for Harry I. Cutler (Ford, Lincoln, Mercury dealer), *Rhythm Showroom* boosts trade for Southbridge, Mass., the largest town in Worcester County. Show's writer, Joy Putman Young, is supplied by Southbridge Chamber of Commerce with material for weekly *Salute to Southbridge* feature. Narrator John Wrisley tells of the town's history, industries, people, etc. Program also features guest orchestras via transcriptions.

Jitney-Jungle Success

EXAMPLE of effectiveness of a well-planned and consistent radio advertising program was highlighted recently in Monroe, La., area. Quiz program aired on KMLB Monroe under sponsorship of Jitney-Jungle market stores had entire area "up in the air." Question on who rang liberty bell when Declaration of Independence was signed had listeners stumped for so long that "pot" built up to $35 and "interest steamed up to the exploding point," station and sponsor report. Finally award was made to lady who had her daughter at Louisiana State U. library run down answer—after six hours of research. Success of program was cited by sponsor in its house organ, *Jitney-Jungle Smiles*, with final note to member firms: "A good radio program is just the thing to make your advertising offensive click."

Auction Sale

HALF-HOUR auction each Sunday afternoon, with proceeds going toward support of club's 4-H and Child Welfare program, is sponsored on KAAA Red Wing, Minn., by Red Wing chapter of Kiwanis Club. Club buys time at regular rate and merchants sell club merchandise at cost. Merchandise is auctioned off on program with bids received by telephone. Merchant displays item in store with sign plugging program for week before auction. KAAA Commercial Manager Charles Wright says everything from fountain pens to used cars has been sold on program.

College Schedule

NOVEL program arrangement has been worked out by WPIT-FM Pittsburgh and WDUQ-FM Pittsburgh, Duquesne U. station. Since Nov. 1, WPIT-FM has carried 5-9 p.m. WDUQ schedule, giving Pittsburgh district FM listeners opportunity to hear major part of university's broadcasting schedule. Four hours are filled by student-produced and directed programs under guidance of Fr. J. A. Lauritis, C.S.Sp., Duquesne U. public relations head.

'Hello Christmas'

MORE THAN 125 stations have signed for new Christmas show, *Hello Christmas*, packaged in series of 25 programs costing $35 complete. *Hello Christmas* is one-man show prepared for simple production by Radio Writers Lab, Lancaster, Pa. Area is given exclusive to each subscriber along with set of special selling aids including sales promotion letters, set of spot announcements, over 100 ready-to-air Christmas commercials, and sales outline for station sales representatives.

'Pan-Americana' Show

BEAMED at educators, parent-teacher associations, libraries, social agencies and other affiliated groups, *Pan-Americana*, new series of weekly presentations, started over WLAW Lawrence, Mass., last Tuesday (Nov. 8). Show, aired at 10:45 a.m., is 15-minute dramatic sketch designed for educational listening principally by fifth and sixth grade pupils. Written by Eleanor Hall, executive secretary of Pan-American Society of New England, show sketches present exchange of ideas, customs, culture, history and background of Americas.

News and Records

TWENTY-FOUR three-minute newscasts weekly to be incorporated into its new two-hour daily *Bill Leyden Show* (records) are being offered by KFWB Los Angeles as $500 package. Utilizing United Press, Associated Press and International News Service wire services, plus Warner Pathe News and special station coverage, the news spot will have its own special announcer to deliver news and sponsor's commercial. For important news bulletins, regular program will be interrupted and news presented with sponsor's name. Commercial copy is limited to 25-word opening credit and 125 word closing. Minimum contract for package is eight weeks.

Animal Fair

CIRCUS performers Gimbie and Ellie, brother and sister elephants, are telling boys and girls in Milwaukee their adventures from now until the Christmas season is over on WISN Milwaukee for 12th consecutive year. Aired as 15-minute show seven times weekly *Gimbie and Ellie* also features elephants reading Christmas mail with Santa Claus. Cast includes Mimi and Chichi, pet monkeys; Mortimer Elephant, Touser Dog and Snowbirds. Gimbel Bros. department store is the sponsor.

Magazine of Air

NEW WEEKLY magazine type program is now being aired every Monday evening on CJBC Toronto and Dominion Network. Program format consists of talks, reports and discussions on sports, humor, current events, human interest happenings and music. There are at least two regular features in each airing of *Monday Magazine*, a sports column and two or three contrasting opinions on current topics. Reporters and narrators from all parts of Canada are used on the program, which is on basis of weekly news magazine.

Convocation Coverage

EXTENSIVE radio coverage was given 83d annual convocation of regents of U. of State of New York Oct. 21. Preceremony broadcasts were carried by Albany stations WABY WOKO WPTR WROW and WXKW. Afternoon session was picked up by WBCA Schenectady and entire Rural Network as well as WKNP-FM Corning, WKRT-FM Cortland, WWHG-FM Hornell, WUSJ-FM Lockport, WOPT-FM Oswego; WHFM Rochester; WSYR-FM Syracuse and WIBX-FM Utica. Ralph Bunche speech at closing session was carried by WPTR and WBCA-FM and rebroadcast day later by WABY.

WINX Crash Coverage

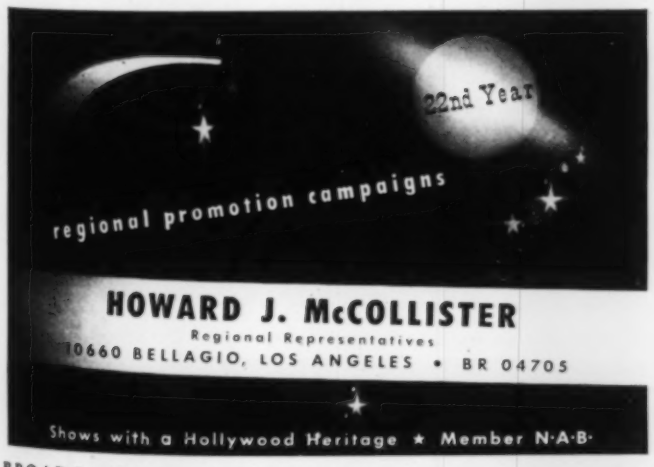
COVERAGE, complete and accurate, of world's worst passenger-plane disaster at National Airport in Washington Nov. 1 [BROADCASTING, Nov. 7] was given by WINX Washington. Owner William A. Banks had newsmen and announcers rushed out to airport immediately and took tape recordings. At time of crash, WINX staffers were covering fire in Washington Post Office Bldg. where FCC is located. Apprised of airport crash, all rushed to airport to give Washington on-the-scene coverage of disaster.

Features Guests

ARRANGEMENT whereby different featured writer, staff cartoonist, columnist or personality of *The Philadelphia Bulletin* appears daily on the *Studio A* variety program, has been worked out by WCAU-TV Philadelphia. Program, Monday through Friday 3-4 p.m., has featured Cartoonist Jerry Callahan, Columnist Earl Selby, Sports Editor Ed Pollock, Fashion Editor Blanche Krause and Bob Russell, singing m.c.

Show Features Coach

WISCONSIN stations WIBA Madison, WTMJ Milwaukee, WEAU Eau Claire, WMWN Marinette, WHBY Appleton and WRJN Racine carry series of ten weekly programs featuring Coach Ivan Williamson of U. of Wisconsin and WIBA's sports director, Lou Landman. Show is produced by WIBA and aired transcribed on other stations. Coach Williamson reviews previous games, previews up-coming contest and gives general comments on his team to state fans.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

FRAN Warren

My Love Loves Me
This Is Where Love Walks Out
DJ-798

TOMMY Dorsey

Shake That Tree
Hollywood Hat DJ-799

BILL Lawrence

Festival of Roses
Why Was I Born
DJ-800

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

NOVEMBER 4 TO NOVEMBER 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
STA-special temporary authorization
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 4 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Vermillion Bcstg. Corp., Danville, Ill.—Designated for hearing application for new station 1240 kc 250 w unl. and made WTAX Springfield, Ill., and WHBU Anderson, Ind., parties to proceeding.

WBAT Marion, Ind.—Designated for hearing application change operation from 1600 kc 500 w D to 1400 kc 250 w unl. in consolidated proceeding with applications of Eastern Indiana Radio Corp. et al; made WKJG Fort Wayne party to proceeding.

Missouri Basin Bcstg. Co. and North Dakota Bcstg. Co. Inc., Minot, N. D.—Designated for consolidated hearing applications for new AM station 910 kc 1 kw unl. DA-N.

SSA—1280 kc

WMRO Aurora, Ill.—Denied application for SSA to operate with 100 w N.

SSA—1410 kc

WDOV Dover, Del.—Denied SSA operate from local sunset to 10 p.m. with 1 kw.

Extension Granted

WTNB Birmingham, Ala.—Granted extension of time to Nov. 19 to remain silent.

November 7 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Walker)

WKBN Youngstown, Ohio—Dismissed as moot petition requesting that application of Central Ohio Bcstg. Co., Galion, Ohio, be designated for hearing and that WKBN be made party to proceeding.

WSYR Syracuse, N. Y.—Dismissed as moot petition to accept late its appearance in hearing scheduled on application for CP of The First National Bank of Mongomery and Margaret Covington Milwee, Executors of Estate of G. W. Covington Jr., deceased, Gadsden, Ala.

The First National Bank of Montgomery and Margaret Covington Milwee, Executors of the Estate of G. W. Covington, Jr., Deceased, Gadsden, Ala.—Granted petition requesting dismissal without prejudice its application for CP.

WECW Electronics Corp. of Puerto Rico, Mayaguez, P. R.—Granted petition requesting dismissal of its applications for CP and for renewal of license.

The Administrator of Civil Aeronautics—Granted petition requesting leave to intervene in hearing scheduled on application for CP of KOA Denver.

Suburban Bcstg. Corp., Upper Darby, Pa.—Granted petition requesting dismissal without prejudice of application for CP.

Balboa Radio Corp., Escondido, Calif.—Granted petition for extension of time to file proposed findings of fact and conclusions in re application and that of Crescent Bay Bcstg. Co., Santa Monica, Calif. et al. Time extended to 11-28-49.

Easley Broadcast Co., Easley, S. C.—Granted petition requesting dismissal of application for CP.

(By Examiner Basil P. Cooper)

Chanute Bcstg. Co., Chanute, Kan.—Granted petition for leave to amend application for CP to change facilities requested to 1460 kc 1 kw; etc. Application as amended is removed from hearing docket and referred to Commission for reexamination pursuant to provisions of Sec. 1.365 of rules.

Glenn West, Portland, Ind.—Granted motion (1) insofar as it requests leave 1.365 of rules to amend application to request 1440 kc 500 w D-DA. (2) denied insofar as it requests that application, as amended, be continued in hearing; and (3) insofar as it requests that application, as amended, be referred to Commission for reexamination, it is granted. Application, as amended, is removed from hearing calendar and referred to Commission for reexamination pursuant to provisions of Sec. 1.365 of rules.

(By Examiner Fanney Litvin)

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for continuance of hearing re its application for CP and that of KVOL Lafayette, La. and KRMD Shreveport. Hearing continued to Dec. 12 in Washington.

BY COMMISSION EN BANC

(Actions Taken Oct. 28)

License Renewal

WARL Arlington, Va.—Adopted order dismissing proceeding with respect to show cause order of WARL, and granted renewal for period ending Nov. 1, 1952.

WDIA Memphis, Tenn.—Granted renewal of license for period ending Nov. 1, 1952.

Hearing Designated

KNEW Spokane, Wash.—Designated for hearing application to change frequency from 1430 kc to 790 kc and install DA-N with power of 5 kw unl. and made KGHL Billings, Mont., party to proceeding.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952: WJAG Norfolk, Neb.; WOI Ames, Iowa; KPAN Hereford, Tex.; WKDN Camden, N. J.; KFRE Fresno, Calif.; KRTC Baytown, Tex.; WASL Annapolis; WCBD Chicago; WCEC Rocky Mount, N. C.; WCIF Madisonville, Ky.; WEAB Greer, S. C.; WIKY Evansville, Ind.; WLBG, Laurence, S. C.; WPAQ Mt. Airy, N. C.; KGNC Amarillo; KOWH Omaha; WFOX Milwaukee; WHNC Henderson, N. C.; WATK Antigo, Wis.; WDMG Douglas, Ga.; WFHG Bristol, Va.; WGTL Kannapolis, N. C.; WMAZ (and aux.) Macon, Ga.; WROM Rome, Ga.; WVOK Birmingham, Ala.; WOR (and aux.) New York.

Temporary Extension

Licenses for following stations were extended on a temp. basis for period ending March 1, 1950: WKAX Birmingham, Ala.; KLCN Blytheville, Ark. (Comrs. Walker and Sterling voted to grant regular license to KLCN); WHAS Louisville; WHOS Decatur Ala.; KTRB Modesto, Calif.; WKRG Mobile; KBYE Oklahoma City; WKYW Louisville; KIOA Des Moines; KOPP Ogden, Utah; WKBC No. Wilkesboro, N. C.; WORZ Orlando; WTPR Paris, Tenn.; KOJM Havre, Mont.; WLAD Danbury, Conn.; WKTG Thomasville, Ga.; WERD Atlanta; WIPR San Juan; WIBS San Juan; WCLE Clearwater, Fla.; WCYB Bristol, Va.; WPAL Charleston; KSTL St. Louis; WNEL San Juan; KWPC Muscatine, Iowa; WMGY Montgomery; KOMW Omak, Wash.

License Renewal

WAPA San Juan, P. R.—Granted renewal of license for regular period.

KTBI Tacoma, Wash.—Same.

November 8 Decisions . . .

BY THE SECRETARY

KECC Pittsburg, Calif. — Granted mod. CP change type trans.

WGRE Greencastle, Ind.—Granted license for new noncommercial educational FM station 91.7 mc (Channel 219) 10 w.

WHFM Rochester, N. Y.—Granted license covering changes in existing FM station 98.9 mc (Chan. 255) 20 kw, 500 ft.

WSTP-FM Salisbury, N. C.—Granted license for new FM station 106.5 mc (Chan. 293) 27 kw, 250 ft.

WFOW Madison, Wis.—Granted license for new FM station 104.9 mc (Chan. 285) 930 w, 100 ft.

(Continued on page 83)

JAMES G. RIDDELL (r), general manager of WXYZ Detroit, greets Robert E. Kintner (center), executive vice president of ABC, and Ernest Lee Jahnke Jr., ABC vice president in charge of station relations, who arrived in Detroit for meeting of Michigan ABC affiliates. This was one of several affiliate meetings held in the Midwest.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

Negro Radio Promotional and Counseling Services
Engineering Advertising
Financial Administration
Media Brokers
Carter & Eubanks & Co.
6 E. Lake St., Chicago 1 (at State & Lake)
Phone: FRanklin 2-4344

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

YOUR SERVICE

can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

Please reserve space in your Service Directory for:

☐ 1-time ☐ 26-times ☐ 52-times

Company .....

Address .....

Individual .....

RATES: 1-time-$20.—26-times-$15. ea.—52-times-$10. ea.

THE *Fred A. Palmer* CO.
Columbus, Ohio
Radio Consultants
on
Management and Operation
(20 years experience)
• SALES CAMPAIGNS
• SALES TRAINING
• SALES PROMOTION
Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

Philip Merryman & Associates
• Heatherdell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-2373
RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

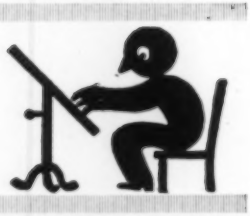
WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—729 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOrth 6600
Laurentien Hotel
Montreal, Que.

Member AFCCE

Promotion



CATCHY and inexpensive local touch to its CBS promotion has been devised by WRBL Columbus, Ga. Station posted 21 billboards plugging *Edgar Bergen-Charlie McCarthy* switch to CBS under sponsorship of Coca-Cola. While using signs which were distributed nationally by CBS and Coca-Cola, WRBL added local angle by drawing in on each billboard line depicting Charlie McCarthy saying: "Yeah! On WRBL." Station reports sign alterations were inexpensive and have created much attention in area.

WFIL School Manual

FOR seventh consecutive year, George A. Koehler, advertising and promotion director for WFIL Philadelphia, has distributed copy of station's *Studio Schoolhouse Teachers' Manual* to 10,000 teachers throughout WFIL coverage area. Station's 1949-1950 manual has been revised and expanded to 152 pages.

'Friendly Mike'

TWO-WEEK promotion to have listeners identify station's "Friendly Mike" personality has been started by WCSI (FM) Columbus, Ind. Contest marks start of WCSI promotion, theme of which is, "The station that offers the Friendliest Mike in Indiana to its listeners and advertisers." "Friendly Mike" identifier will receive $400 in prizes.

CBS Video Story

IN "close-up," stiff-covered, handsomely produced picture book issued fortnight ago CBS tells story of full-hour dramatic television program in 161 photographs (taken by Irving Haberman) and brief accompanying text. Story begins with picture of Worthington C. Miner, CBS manager of TV program development, reading book in bed and concludes with picture of family group watching video version of that story. Remainder of volume tells what happened between those two events, or how program got on air. It fully meets goals laid down in its foreword—"To show some of the processes and people employed in network television's second year, 1949 . . . to freeze, as it were, an early moment of time in television's history."

Admiral's Lights

KUDNER Agency Inc., New York, is distributing kerosene lanterns prominently labeled: "So you won't forget Admiral's *Lights Out* NBC-TV network, Monday 9-9:30 p.m." sponsored by Kudner client, Admiral Corp.

WCSC Booth

ALL-AROUND picture display of CBS programs, stars, announcers and commentators featured promotion by WCSC Charleston, S. C., at current Charleston County Fair. Following yearly custom, WCSC set up booth at event and also installed broadcasting facilities. From 4:30 p.m. on, station broadcast own programs, including news and sports reports, hillbilly and organ music as well as a quiz show.

KIMA Schedule

NEW and attractive monthly schedule, made up for easy listener reading, is being distributed to agencies and clients by KIMA Yakima, Wash. Three-color November brochure cover shows drawing of KIMA studios with microphone in background containing letters CBS and followed by "in ya-KIMA," as well as naming KIMA's national representatives—Weed & Co.

WCCO Fetes Sevareid

TWO-DAY visit of Eric Sevareid, CBS' chief Washington correspondent, to Minneapolis-St. Paul, highlighted radio activity in the Twin Cities Oct. 31-Nov. 1. WCCO Minneapolis, CBS outlet, arranged full schedule of activities for noted commentator and news broadcaster, climaxed by dinner for some 40 civic leaders at Minneapolis Club. Other WCCO-arranged events during Mr. Sevareid's stay included interviews by WCCO Newscaster Cedric Adams and Twin Cities press, following his Metropolitan Life Insurance Co. newscast; luncheon address to Minnesota Federation of Women's Clubs, and four-man news discussion over WCCO.

Pre-Opening Promotion

AS MEANS of promoting soon-to-be-opened WWCA Gary, Ind., station is distributing circular giving details of projected operation to residents of Gary and Calumet district which are to be included in primary coverage area. Plans call for four-tower directional antenna system to beam all-around schedule of programs. Organized by 13 business and civic leaders, WWCA is expected to go on air within 45 days.

Queen Contest

CONTEST to find a "Queen of America" has been launched by MBS on its *Queen for a Day* program. Open to all women's groups, contest calls for nomination by group of one of its members (over 18) with 50-word or less statement giving reasons for choice. From entries received 5,000 winners will be chosen to receive prizes, 2,500 each from entries received by Nov. 19 and again by Dec. 2 the closing date of the contest. From these 500 "Queens" will in turn be chosen; they will receive additional prizes and will be honored as well by this local MBS station as local "Queen for a Day." Five women will be chosen from this group for appearance on MBS program, where one final "Queen" will be selected from studio audience. "Coronation" will take place on Jan. 6, 1950 broadcast of show.

CBS OUTLET KDAL Duluth, Minn., has given a good idea a new twist in its latest promotion. The network line, "This fall they're all on CBS," was changed to "This fall they're all on KDAL." The line was printed on small discs which were glued to pennies. Then a local vending machine operator took some 10,000 of these pennies, inserted them in cigarette packages used in the machines. Now with his change, the cigarette purchaser reads a plug for KDAL.

Service Calls

AS AID to listeners having interference troubles, engineers of CKBI Prince Albert, Sask., make calls at listeners' homes to try to clear up such interference and give better reception of CKBI. In eliminating air trouble, station works closely with Canadian Dept. of Transport radio interference squad and Saskatchewan Power Corp.

'Look' Visits Garroway

THREE-PAGE picture story appearing in current issue of *Look* magazine gives Dave Garroway, NBCTV personality, chance to take bow. Spread states Mr. Garroway and bright production group are responsible for getting most out of TV on *Garroway at Large* Sunday program which originates on WNBQ (TV) Chicago. Layout has such captains as, "TV Turns Up a New Comic," "Clever Props Perk Up Show" and "Music Is Garroway's First Love."

Patriotic Promotion

FEATURING red, white and blue cover and station's symbol, Free Speech Mike, 28-page album has been distributed to trade by WJR Detroit. Entire staff is pictured, as well as pictorial evidence of all facets of station's program. In addition to local programs, highlights of CBS's features are presented. Center eight pages of album show progress made by America, contrasted with those in other parts of world.

Cole at Food Show

HERALDING annual food show of Charlotte, N. C., Grocers Assn. in City Auditorium Nov. 9-19, Grady Cole, famous WBT Charlotte personality, is mailing free Grady Cole tickets in exchange for box tops or labels from any product which he advertises over WBT. Tickets will entitle holders to witness auditions at food show for *Duff's Talent and Amateur Show* emceed by Mr. Cole over WBT Saturday at 10:30 a.m. Auditions will highlight stage entertainment during 10-day event. More than 50,000 people are expected to attend.

Teacher Contest

BEST TEACHER contest conducted by *Quiz Kids* on NBC AM and TV opened Nov. 6 as Dr. Andrew D. Holt, president, National Education Assn., observed first day of American Education Week. The annual competition for "the best teacher" will be supplemented this year for first time with search for "the most promising teacher" of year. Miles Labs, Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), sponsor of *Quiz Kids* on both AM and TV, will award $2,000 cash prize to each winner. Elementary and high school students nominating best teachers will receive $1,000 government bond.

Promotion Personnel

BOB McCLELLEN, announcer-sportscaster at KTXL San Angelo, Tex., named promotion manager.

WALTER KANER ASSOC., New York, appointed by WVNJ Newark to direct its publicity and promotion activities. Agency also handles publicity for WWRL Woodside, L. I.

LES RADDATZ, head of NBC western network press department, is the father of a girl.

NOTHIN' SUB-LIME ABOUT ROCKHOLDS (Ky.)!

No Sirree — there ain't much in the way of sales quarry in Rockholds (Ky.). It's a durable little town, sure, but just simply not slated for big business.

The Louisville Retail Trading Zone, on the other hand, is a marble-ous market. With a population of less than a third of Kentucky's total, these 27 well-cemented counties ring up drug sales, for example, that are 76.5% *as great as all the rest of the State!*

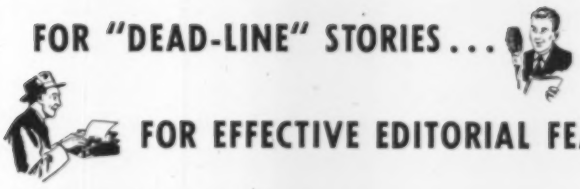
Doesn't that sound concrete enough for you, or do you really *want* to push the pebbles?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

FOR "DEAD-LINE" STORIES...



FOR EFFECTIVE EDITORIAL FEATURES...

New 1949 Bituminous Coal Annual Puts Facts and Figures at your Finger Tips

You can put an authoritative "thirty" to any story on America's number-one *basic* industry —when you draw your reference data on coal from the new 1949 Bituminous Coal Annual.

This book was planned and designed for press and radio newsmen, for commentators, journalists—by men who've met the day-to-day problems of handling *all* the facts on tough, complex stories about major industries.

Graphic charts give comparison data *fast*. Sharp chapter organization makes the search for special data easy. And clear, objective writing gives point to every paragraph. You find exactly what you want—no more, no less, under each topic.

You'll get accurate information on such a range of topics as coal's energy, reserves, production, labor, safety, transportation, technology, chemistry and finance—plus a six-page glossary of coal mining and production terminology, and a handy, complete index.

If you haven't as yet received a copy of the 1949 Bituminous Coal Annual, or would like additional copies, simply write us. Be sure to give your name and address.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL...LIGHTS THE WAY...FUELS THE FIRES...POWERS THE PROGRESS OF AMERICA

Production

ROGER STONER, formerly program manager and assistant manager of KGGF Coffeyville, Kans., appointed program director for KBIX Muskogee, Okla. **LARRY TROUT**, formerly with KWFC Hot Springs, Ark., named KBIX sportscaster and play-by-play announcer.

ORREN ALLAIN, sports director at WKAN-WKIL (FM) Kankakee, Ill., also named program director, replacing **WAYNE CENTER**, now residing in Phoenix, Ariz. **DAN STRONG**, formerly with stations in Texas and Fort Wayne, Ind., joins WKAN-WKIL announcing staff and Announcer **ED NIX** becomes assistant program director.

AUSTIN O. HUHN, radio and TV producer for 11 years, joins production staff of WFIL-TV Philadelphia. He formerly was production supervisor of WPIX (TV) New York and also designed special effects for several New York stations and operated his own studio and laboratory for creating special effects and building TV studio equipment.

ROCCO L. TITO, former CBS producer-director, named MBS assistant director of production.

FRANK S. HICKS Jr. added to announcing staff of WHBF Rock Island, Ill. He previously was at KYSM Mankato, Minn.

GROVER ALLEN promoted from floor manager to assistant director at WENR-TV (ABC) Chicago.

HERB STROCK of IMPPRO Inc., Culver City, Calif., named producer on KLAC-TV Hollywood *You Be the Jury* show.

MELVIN H. TENNIS, former graduate student in radio writing at U. of Chicago, joins WORZ continuity staff.

JACK THAYER, disc jockey at WLOL Minneapolis, and model Donna Jean Marchand planned to be married Nov. 12 at Salem English Lutheran Church in Minneapolis.

BEA GRAY, traffic and copy chief at WTVJ (TV) Miami, Fla., takes six months leave of absence. Her husband, **ART GRAY**, handles WTVJ's national promotion. **ANN RUTLEDGE**, formerly in copy department at WKAT Miami Beach, appointed WTVJ traffic and copy chief.

PAUL BARON, promotion manager for WOKO Albany, appointed program manager. He formerly was with WHUC Hudson, N. Y., and KFMB San Diego.

WYLLIS COOPER, radio and television writer, producer and director, creator recently of *Quiet Please*, and *Volume One, Numbers 1-6*, on ABC radio and TV networks respectively, appointed executive writer, producer and director at CBS-TV. He soon will launch new CBS-TV series, featuring his work and that of others. He was with CBS from 1930 to 1933, as continuity editor in Chicago, leaving to join NBC, where he originated, wrote and directed *Lights Out* and other series.

WILLIAM SELANDER, recent graduate of Ohio State U., and **CHARLES LLEWELLYN**, formerly with *Columbus Citizen*, join sales force of WLWC (TV) Columbus, Ohio. **ROD ALTMEYER**, formerly with WVKO (FM) Columbus, joins WLWC announcing staff.

BILL HINDS, veteran KDKA Pittsburgh announcer, resigns to freelance in radio and television.

DOUG THOMPSON, recent graduate of Baylor U. Radio Dept., Waco, Tex., named program director of KRHD Duncan, Okla. He is new m.c. of station's *Food For Fact*, and is producer on several new shows now being presented by station.

ED ROBERTS, Chicago radio and television emcee, has been signed by Herbert S. Laufman and Co., Chicago TV production firm, to conduct *Woman's Magazine of the Air* on WGN-TV. Show, produced by Laufman, is telecast Monday, Wednesday and Friday, 4 to 4:30 p.m. CST.

JOHN F. MURPHY Jr., former instructor at Radio Production Studios, Phoenix, Ariz., joins KPHO Phoenix as announcer.

JACK PITMAN, chief announcer at WMOR (FM) Chicago, has been added by Roosevelt College as instructor in announcing techniques in conjunction with the radio workshop.

ELBERT WALKER, senior Don Lee network television director-writer, and **NORMAN JOLLEY**, independent producer-packager, have jointly written and published *John Q. Public's TV Answer Book*. Written in 16 sections, book aims to be television laymen's guide.

SAM DICKSON, writer-producer for KNBC San Francisco, is author of new book, *San Francisco Kaleidoscope*, published by Stanford U. Press Nov. 6. New book is sequel to his *San Francisco Is Your Home* and is based on 30 episodes used on his KNBC weekly program, *This Is Your Home*.

RICHARD BOLENDER, music director and librarian at WBRK Pittsfield, Mass., is the father of a girl, Judy Lynn.

ANNE HAYES, director of women's activities for KCMO Kansas City, Mo., designated most outstanding member for 1949 by Second District of Missouri Federation of Women's Club's at annual convention held in Kansas City Nov. 3.

MARCIA ROEN, director of women's programs at WORZ Orlando, Fla., on loan to *Orlando Post* to write regular women's page for weekly publication.

"UNCLE DANNY" WEBB, m.c. of WPIX (TV) New York *Small Time Revue* (Saturday, 4:45-5:15 p.m.), named to head Metropolitan Div. of Junior Funnybone Committees being formed by National Laugh Foundation to entertain at orphanages and children's institutions.

JAN McINTIRE, formerly women's commentator on KRSC Seattle, joins KOL Seattle to work with **SHARON KANE** on women's programs.

GEORGE BALL, WHLI Hempstead, L. I., announcer, was married Oct. 30 to Edith Podel of Brooklyn; **MARION HOLMES**, WHLI receptionist, will be married Dec. 31 to Staff Sgt. James A. Harrington of U.S. Marine Corps, and **MURIEL ABRAMS**, member of the station's script and continuity department, will be wed Feb. 4 to Larry Washer of Woodmere, L. I.

NELSON GRIGGS, announcer for WASH (FM) Washington and Continental FM Network, and Sarah Allison Lance were married Nov. 5.

J. SCOTT SMART, star of ABC's myster program *The Fat Man*, selected as "Celebrity of Year" by vote of more than 300 personalities of stage, screen and radio at Nov. 6 party at 59th St. Playhouse in New York.

BOB RANDALL, formerly with WLAV Grand Rapids, Mich., joins announcing staff of KTXL San Angelo, Tex.

SHERWIN E. WYCKOFF, formerly of Radio Production Studios, Phoenix, Ariz., joins KCKY Coolidge, Ariz., as announcer.

HAL NEAL, announcer at WXYZ Detroit, is the father of a girl.

WILLIAM FROUG and **WILLIAM FIFIELD** named writers for Columbia Pacific Network's *Jeff Regan, Investigator* series.

VERENA HOERCHLER of KXOK St. Louis, Mo., continuity department, and **BILL NOONAN** and **AL BRANDT** of news department, all have announced their marriage, during past month.

JIM LOGAN, announcer for WWCO Waterbury, Conn., is the father of a boy.

RADIO SCRIPTS

15 Plays For Amateurs

RADIO PLAYERS' SCRIPTBOOK. Edited by Herbert Prescott. Portland, Me.: J. Weston Walch, Publisher. 410 pp.

THE amateur radio workshop group will find in the *Scriptbook* an accessible wealth of script material for production purposes. Authored by 14 professional writers, the scripts number seven 15-minute plays, seven 25- and 30-minute plays and one eight-part classic.

Mr. Prescott, publicity and radio director and associate professor of English at Grinnell College, Grinnell, Iowa, explains in his "notes" that the book "grew out of a desire to make available to amateur groups throughout the country a series of scripts of professional calibre, which at the same time would be easy of production and within the acting scope of high school and college groups . . . (and) to allow all amateur players to put them on the air without paying royalty."

Plays are presented within time groups and in the order of probable acting, directing and "production challenge." The eight-part classic, each part of 15-minute length, is *Macbeth*, adapted for radio by the edition of *Scriptbook*.

Three plays by Gene Fromherz, former radio timebuyer, and writer of network programs including *The Whistler, Grand Central Station, Curtain Time, First Nighter* and *Harvest of Stars* are included in the carefully edited book.

CANADA SURVEY

Radio Homes Set at 93.9%

THERE are 3,147,600 radio homes in Canada out of a total of 3,351,900 households, according to a survey just released in Toronto by H. F. Chevrier, research director of Canadian Broadcasting Corp., in conjunction with the Canadian Bureau of Broadcast Measurement, Toronto. The survey shows that 93.9% of the households in Canada have radio receivers, 88.5% with one radio and 6% with two or more receivers.

In a provincial breakdown, highest percentage of radio homes goes to Saskatchewan, with 96.25, or 223,300 radio homes out of 232,000 households. Largest number of radio homes are in Ontario, a total of 1,132,900, or 95.17% of all households. Quebec has 792,700 radio homes, 94.26%; British Columbia 330,700, 93.89%; Alberta 229,400, 94.25%; Manitoba 183,100 or 88.67%; and the Maritimes 255,500, or 89.14%.

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

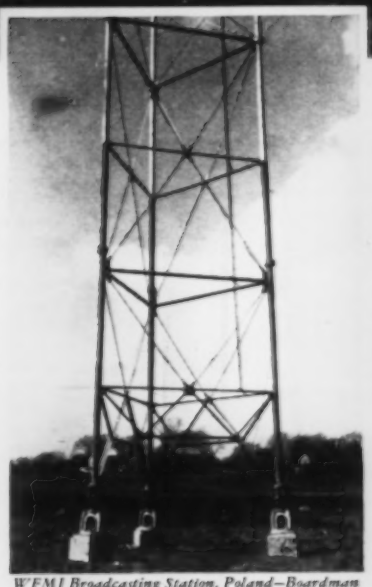
Six More TRUSCON TOWERS OF STRENGTH

FIVE ARE 400 FT. HIGH

YOU'RE LOOKING AT 2,400 soaring feet of self-supporting radio towers—Truscon-engineered and erected for WFMJ Broadcasting Company in Youngstown, Ohio. These sturdy steel structures climb 400 feet above the Mahoning Valley. One tower carries an RCA 4-section Pylon FM antenna. Together, they give 5,000-watt WFMJ top coverage of the bustling eastern Ohio-western Pennsylvania industrial area.

Competition for Youngstown dialers is intense, with nearby Cleveland and Pittsburgh broadcasters pouring 50,000-watt signals into the market. Facing this problem, Truscon furnished a tower set-up that was exactly right for WFMJ's needs—and then erected the towers for best operating efficiency.

It's one more example of the way in which Truscon engineers tackle *purely local problems* – operational or geographical – in any part of the world. Truscon can engineer and erect exactly the towers you need . . . tall or small . . . guyed or self-supporting . . . for AM, FM or TV. Your phone call or letter to our home office, or to any close-by Truscon District Office, will bring you helpful assistance without obligation.



WFMJ Broadcasting Station, Poland—Boardman Road, Youngstown, Ohio. 6 Truscon Self-Supporting Towers. One Tower is 346 ft. high with RCA 4-Section Light or Heavy Duty Pylon. Five Towers each 400 ft. high. Shows base of one tower.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

TRUSCON COPPER MESH GROUND SCREEN

Allied Arts

HARRY HILLER, national representative of NABET and radio pioneer, to retire from radio early next year to live on Raquette Lake, in Adirondacks. Mr. Hiller was senior operator and chief announce at WJZ New York in 1921.

A. C. NEILSEN Co.'s National Radio Index Class A service signed last week by Kastor, Farrell, Chesley & Clifford, New York.

VIOLA RUBBER, Broadway producer, joins West Hooker Telefeatures Inc., New York, as producer and casting director. She will supervise production of radio and TV adaptations of Joshua Loth Leibman's book, *Peace of Mind*.

ANDREW M. WISWELL, vice president in charge of recording for Muzak Corp., and its radio division, Associated Program Service, both New York, is the father of a boy, Andrew M. Wiswell, Jr., born Nov. 3.

DECCA RECORDS Inc., New York, reports consolidated net earnings for nine months ended Sept. 30, 1949, amounted to $427,601 after provision of $262,078 for income taxes. Total equals 55 cents per share on shares of capital stock outstanding on that date, and compares with net earnings of $550,877 or 71 cents per share in corresponding period of 1948.

CARDINAL Co., Hollywood, now producing two groups of recorded programs for Christmas holiday release. First package titled *Cardinal's Xmas-4* is made up of four quarter-hour units each including *Musical Christmas Tree* featuring singer Clark Dennis; *Gift of the Little Shepherd*, featuring Marvin Miller, narrator; *Musical Sleigh Ride* with The Modernaires singing group; and *Christmas Story* with Art Baker. Second group *Sleepy Joe's Christmas Twenty* consists of twenty quarter-hour programs from firm's *Sleepy Joe* series. Each group is available as complete package; none of the programs to be sold separately.

ELEANOR GLOGAU, formerly with MBS, joins Myron Eichler Assoc., New York, to do publicity on Veterans Hospital Camp Shows account.

WORLD BROADCASTING SYSTEM announces renewals and extended contracts for use of World Transcription library service. WKIC Hazard, WHIR Danville and WPAD Paducah, all Kentucky, have renewed; in Pennsylvania, WIP Philadelphia, WKST New Castle, WPPA Pottsville and WGBI Scranton will continue. Other renewals are WKOP Binghamton, N. Y., KWAL Wallace, Idaho, and WWL New Orleans.

VIDEODEX, rating and program analysis service, has been subscribed to by Crosley's WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton. Service is product of **Jay & Graham Research Organization**, Chicago.

L. J. N. Du TREIL, radio engineer of FCC and its predecessor for past 30 years, retired from government service Oct. 31. He will practice consulting radio engineering and establish a frequency measurement service in New Orleans.

Equipment

HAROLD BLUMENSTEIN, veteran radio and TV promotion executive, appointed sales manager for middle eastern seaboard by John Meck Industries Inc., Plymouth, Ind. He formerly was with Emerson Radio and Trilling Montague Distributing Co., Philadelphia.

GENERAL ELECTRIC Co., Syracuse, announces new low-priced ultra-high frequency welded germanium diode and two new types for use in VHF TV receivers. UHF germanium diode is self-healing under temporary over-voltage conditions. Snap-in construction speeds installation and eliminates soldering. Two new diodes for use in VHF receivers are 1N64 and 1N65. Both available in production quantities.

MYCALEX TUBE SOCKET Corp., new organization operating under license of Mycalex Corp. of America, New York, has started manufacture of seven pin miniature tube sockets, using Mycalex as insulator. Sockets are obtainable in Mycalex 410 developed for applications requiring close dimensional tolerances not feasible in ceramics and with lower loss factor than mica filled phenolics, plus economic advantage. Further information is obtainable from firm at 30 Rockefeller Plaza, New York 20.

D. G. REIK appointed General Electric district representative in Cleveland, Akron, Youngstown, Canton, Pittsburgh, Johnstown and Wheeling markets. Prior to appointment he was associated with television sales section in Syracuse.

WOUI(FM) at Athens

WOUI (FM), Ohio U.'s educational station at Athens, was incorrectly identified as being in Columbus in Oct. 31 issue of BROADCASTING.

Naval Air Show

CURRENT 26-week, 15-minute transcribed show, starring Paul Weston's orchestra and guest stars, is being re-released by Naval Air Reserve. Program features Starlighters, Tom Reddy and Jo Stafford, Johnny Mercer, Margaret Whiting, Dinah Shore, Dorothy Shay, Martha Tilton, Buddy Clark and others. Series is available upon request to Naval Air Reserve Training Command, U. S. Naval Air Station, Glenview, Ill.

NORTHERN California Alumni chapter of Alpha Delta Sigma, national honorary advertising fraternity, has launched job training program for students in several local California colleges and universities.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Sept. 30 284
Number of network commercials starting during October 15
Number of network commercials ending during October 18
Number of commercials on the four nationwide networks, Oct. 31 271

October Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
American Assn. Railroads	Railroad Hour	NBC	Mon. 8-8:30 p.m.	Benton & Bowles
Coca Cola	Songs by Morton Downey	NBC	Tues., Thurs., 11:15-11:30 p.m.	D'Arcy Adv.
Kraft	Marriage for Two	NBC	Mon.-Fri. 10:30-10:45 a.m.	J. Walter Thompson
Liggett & Myers	Dragnet	NBC	Thurs. 10:30-11 p.m.	Newell-Emmett
R. J. Reynolds	Screen Guild Theatre	NBC	Thurs. 9-9:30 p.m.	Wm. Esty Co.
Sealtest	Dorothy Dix at Home	NBC	Mon.-Fri. 10:45-11 a.m.	N. W. Ayer
American Bird Products Co.	American Radio Warblers	MBS	Sun. 1:30-1:45 p.m.	Weston-Barnett
U. S. Air Force Recruiting Serv.	Game of the Week	ABC	Sat. 1:45-4:30 p.m.	Gardner
H. J. Heinz	Adv. of Ozzie & Harriet	ABC	Fri. 9-9:30 p.m.	Maxon Inc.
Philip Morris	Ladies Be Seated	ABC	Mon.-Fri. 3:30-3:55 p.m.	Cecil & Presbrey
Philip Morris	Walter Kiernan	ABC	Mon.-Fri. 12:25-12:30 p.m.	Cecil & Presbrey
Waltham Watch Co.	Share the Wealth	ABC	Mon. 8-8:25 p.m.	Hirshon-Garfield
Lutheran Laymen's League	Lutheran Hour	ABC	Sun. 3:30-4 p.m.	Gotham Adv.
Dawn Bible Students	Frank and Earnest	ABC	Sun. 11:15-11:30 a.m.	W. L. Gleason
Southern Baptist Convention	The Baptist Hour	ABC	Sun. 3:30-4 p.m.	Liller, Neal & Battle

September Deletions

Campana Sales Co.	First Nighter	CBS	Thurs. 10:30-11 p.m.	Wallace-Ferry-Hanley
Ferry Morse Seeds	Garden Gate	CBS	Sat. 9:45-10 a.m.	McManus, John & Adams
Gulf Oil Co.	We the People	CBS	Tues. 9-9:30 p.m.	Young & Rubicam
Liggett & Myers	Tales of Fatima	CBS	Sat. 9:30-10 p.m.	Newell-Emmett
Mars Inc.	Dr. I. Q.	NBC	Fri. 10-10:30 p.m.	Grant
Southern Cotton Oil Co.	Noah Webster Says	NBC	Tues. 9:30-10 p.m. (PST)	Fitzpatrick
Philip Morris	Queen for a Day	MBS	Mon.-Fri. 2-2:15 p.m.	Cecil & Presbrey
Philip Morris	Queen for a Day	MBS	Mon.-Fri. 11:30-11:45 a.m.	Cecil & Presbrey
Pepsi-Cola	Counter Spy	ABC	Tues. & Thurs. 7:30-8 p.m.	Biow
Greystone Press	Mr. Fix-It	ABC	Tues. & Thurs. 3-3:15 p.m.	H. B. Humphrey

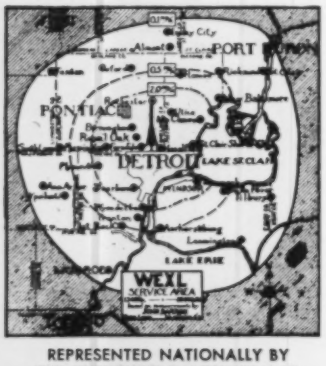
October One-Timers

Gillette Safety Razor Co.	World Series	MBS	Oct. 5, 6, 7, 8, and 9 12:45 p.m. to conclusion	Maxon Inc.
Natl. Assn. Mfrs.	Talk, Earl Bunting	ABC	Oct. 18,10-10:30 p.m.	Benton & Bowles
Inland Steel Co.	Talk, Edward L. Ryerson, on strike	ABC	Oct. 19, 8-8:15 p.m.	Hill & Knowlton
United Steel Workers	Phil Murray on strike	ABC	Oct. 12, 8.8:15 p.m.	Wiltman & Callahan
Swift & Co.	Special Breakfast Club Show	ABC	Oct. 1, 7:45-8 a.m.	J. Walter Thompson

Frank Desjardins

FRANK DESJARDINS, 19, transmitter operator of CJKL Kirkland Lake, Ont., was electrocuted at the transmitter on Nov. 4—his birthday. His death was discovered by friends who had gone to visit him at the transmitter building to congratulate him on his birthday.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

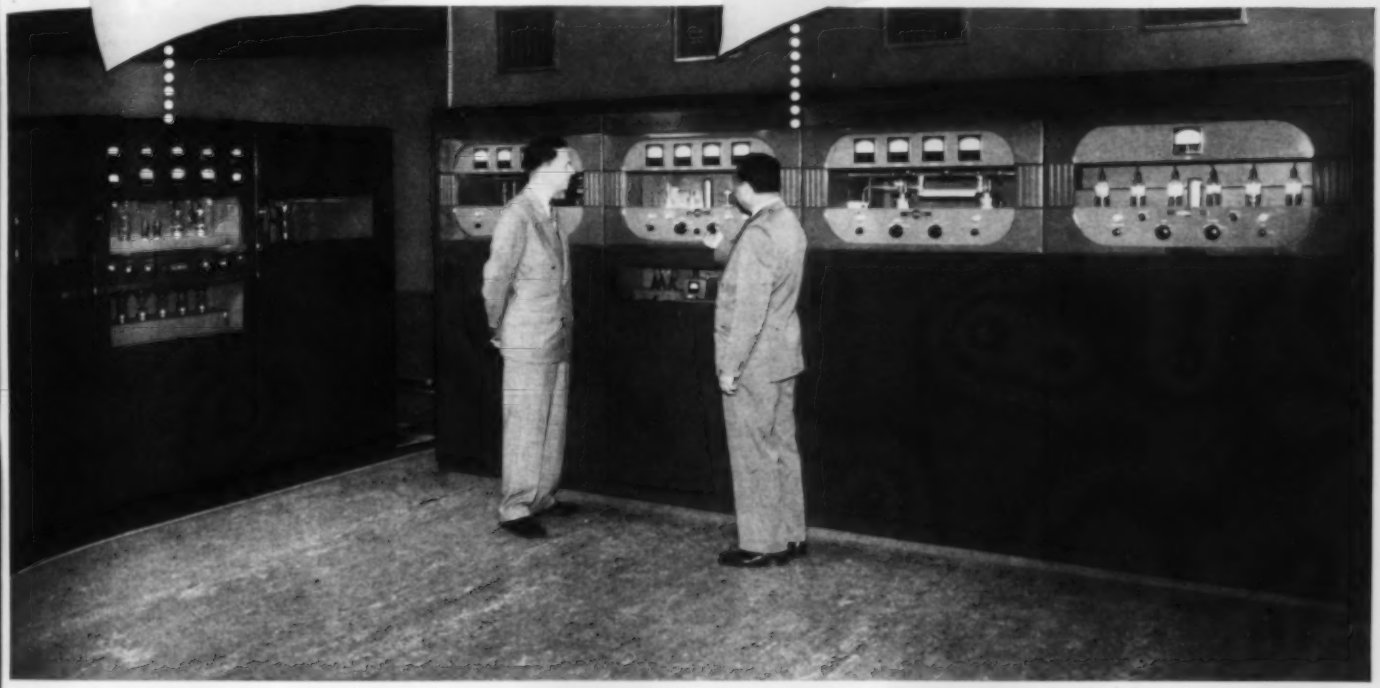
WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

WBAL means business in Baltimore

Quoting from a customer with two Collins "firsts"

1941 — WADC installed the first Collins 21A 5 kilowatt transmitter

1949 — WADC installs the first Collins 21B 5 kilowatt transmitter



John Wildermuth, Chief Engineer, WADC (left), and his assistant, Larry Hennigan, with the new 21B 5 kw transmitter. The 21A, installed eight years ago, can be seen at the left.

SPEAKING of his newly installed Collins 21B transmitter, Allen T. Simmons, owner of WADC, Akron, Ohio, says in his letter of Sept. 21, 1949:

"I wanted to let you know how very pleased I am with it. I feel that it is one of the best improvements I have made in my career as owner of WADC. The fine quality of transmission is so apparent that not only radio people trained to the awareness of true sound have commented upon it but listeners, whom one ordinarily wouldn't expect to, detect the difference."

WADC knows that discernible quality counts with its listeners. Mr. Simmons has always demanded it. We here at Collins have always felt that quality is of the utmost importance. The Collins 21B transmitter has quality—not only of engineering design and workmanship but performance also.

Complete information on the 21B transmitter will be sent to you on request. Just address Dept. BE-1, Collins Radio Co., Cedar Rapids, Iowa.

FOR BROADCAST QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St. NEW YORK 18 | 2700 West Olive Ave. BURBANK | M & W Tower DALLAS 1 | Fountain City Bank Bldg. KNOXVILLE

News

DON MEANEY, member of news staff of WNJR Newark, N. J., appointed director of news, replacing **HARRY NASH**, who has been recalled to staff of *Newark News*, WNJR parent company.

EDWIN L. SLUSARCZYK, Cornell U. graduate, named asistant farm and market reporter for WIBX Utica. He has been active in 4-H Club work and Future Farmer operations.

GEORGE GRIM, WCCO Minneapolis-St. Paul news commentator and columnist, returns from his second trip to Europe this year. He will give first-hand report on Yugoslavia, center of hot news interest.

BILL ELLISON, sportscaster at WHBF Rock Island, Ill., is father of a girl, Margaret Barbara.

MEL ALLEN, "The Voice of the Yankees," and **RED BARBER**, CBS director of sports, at Nov. 3 New York Radio Executives Club luncheon, were awarded certificates of merit for their work on behalf of Red Cross blood banks. Frank J. Keeler, chairman of the American Red Cross blood program, presented awards, first to be made for such efforts.

WFIL Resumes Facsimile

FACSIMILE operations were resumed by WFIL Philadelphia on Nov. 4 when the station transmitted a special fax edition of the Temple U. *News* from 2:30 to 3 p.m. Future editions of the student newspaper will be presented at the same time every Wednesday and Friday during the current school year. The facsimile equipment of *The Philadelphia Inquirer* stations was transferred formally to Temple U. last May 4. WFIL, however, maintains supervision of the operations and makes available to Temple the services of members of its staff for training and advisory purposes.

WMOR (FM) Chicago has signed to originate 34 hours of evening programming weekly from studios in Telenews Theatre, Chicago.

'OPRY' CAST

Troupe of 25 USAF Guests

TWENTY-FIVE members of WSM Nashville's *Grand Ole Opry* troupe will be guests of the U. S. Air Force, whose European personnel selected the program aired on NBC as one "we would like most to see." The contingent has left for a 20-day entertainment tour of U. S. air bases throughout Europe.

Troupe's first appearance will be at Wiesbaden Nov. 15. Tentative schedule also includes shows in Heidelberg, Berlin, Vienna, Rhein-Main, Turin and other spots. Additional shows will be given at Burtonwood, England; the Azores, and Newfoundland. Program will emanate from Europe Nov. 19 and 26 at 10:30 p.m.

Regular cast, headed by Red Foley, singing m.c., and comedians Rod Brasfield and Minnie Pearl, will be augmented by frequent *Opry* guests and former stars, including Roy Acuff and his Smoky Mountain Boys and Girls, Composer-Singer Hank Williams, Jimmy Dickens, Judy Martin and Audrey Williams. Cast was scheduled to leave yesterday (Sunday).

Handicapped Awards

SERVICE to the country's handicapped by Bob Hope, radio comedian, Don Quinn, radio writer and the CBS and NBC networks, was recognized last Tuesday by the National Society for Crippled Children and Adults. Citations were presented to Messrs. Hope and Quinn and special awards were made to the networks at the Society's annual convention held at New York's Hotel Commodore. Mr. Hope and Mr. Quinn wired acceptances. Awards were accepted for CBS by Gerald F. Maulsby, manager of broadcasts, and for NBC by Sterling Fisher, manager of public affairs and education.

RCA ENGINEERING Products Dept. now is producing new program consolette for medium-size sound systems, designed to permit dual programming of radio or recorded programs or special announcements to loudspeakers in as many as 60 locations.

'RADIO MEN NOT TO BLAME'

Capp Debates Radio's Function at Boston U. Meet

BROADCASTERS aren't completely to blame after all.

That's the latest word from Al Capp, cartoonist and recent rabid radio critic. Mr. Capp debated with Fred Garrigus, WEEI Boston's director of public affairs, on the subject "Is Modern Radio Fulfilling Its Function?" at a recent Boston U. Assembly on Public Affairs.

The comic strip artist and creator of "Li'l Abner," who at first told the students and faculty members that radio was not doing its job, that it found the lowest taste among listeners and kept it at that level, later decided that, "I don't think the broadcasting systems are to blame.

Mr. Capp (l) and WEEI's Fred Garrigus.

"They'll do anything we want them to do," he said. "They are merchants. The duty of a merchant is to please the public, and the duty of the public is to let the merchant know. They would prefer to do the better things, because radio is full of cultured gentlemen who do the things they have done only because no one gripes about it. I think that we should administer a loving smack on their rear in the form of public opinion to let them know what we think."

Mr. Garrigus, as WEEI's spokesman, referred to numerous public service shows on the air and went on to tell the audience of several hundred that "radio operators whom I have known are very conscious of their civic responsibility. . . ." He declared that stations go out of their way to find methods and means of doing "honest-to-goodness community and public service jobs."

Mr. Capp, in criticizing radio as would "a parent who loves a child and sees it becoming a monster," remarked that "I am not against radio. I love it, I think, in an honest way. I am persecuted by it. Everything I say about radio is true of cartoons, newspapers . . . with one exception. Radio belongs to us. I want a little more back from them."

In answer to a question asking how he would rectify radio, the cartoonist advised the group: "Let's see if we can make it clear that radio operators can make money by giving us better radio. We can only let them know by writing, by calling. They work in the dark. If they know from us what we want, what we don't want, they will make it better radio."

Robert W. Griffin

ROBERT W. (Bobby) GRIFFIN, 49, veteran announcer for WHO Des Moines, Iowa, died of a heart ailment Monday, Oct. 31, at Mercy Hospital in Des Moines. He had been ill about two months. Mr. Griffin had been active in radio for more than 25 years, most of the time with WHO. He was one of the first two announcers employed by that station. Surviving are his wife, Bernice, and his father, Dr. John Griffin, of Des Moines.

BASKETBALL RIGHTS

Weightman Gets Philly Team

WEIGHTMAN Inc. Advertising, Philadelphia, has acquired the rights to broadcast the 1949-50 home and away professional basketball games of the Philadelphia Warriors in the National Basketball Assn. Games were signed on behalf of Weightman's client, Sports Broadcast Network, an organization now numbering more than 50 stations.

Broadcasts will originate at WPEN Philadelphia, also key station for broadcasting the current games of the Philadelphia Eagles, National Football League champions. WPEN and other Sports Broadcast Network stations also are carrying boxing bouts in Philadelphia from the Arena and Convention Hall, scenes of the Warriors' home contests.

WPTW's Branch Studios

WPTW Piqua, Ohio, Nov. 1 opened branch studios in Troy, Ohio, eight miles south of Piqua, according to an announcement by Richard E. Hunt, president and general manager. The Troy branch studios will be managed by Jim Flinn of the WPTW commercial department and Don Houck will be in charge of announcing and programming. Six daily local programs will originate from the Troy studios. WPTW operates daytime on 1570 kc with power of 250 w and is licensed to the Miami County Broadcasting Co. Inc.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer

SLIPPING AROUND

On Records: **Floyd Tillman—Col. 20581; Margaret Whiting—Jimmy Wakely— Cap. 57-40224; Wilf Carter—Macy's 100; Texas Jim Robertson—Vic. 21-0074; T. Wallace—ABC-Eagle 148; Ernest Tubb—Dec. 46173; Jimmie Dale—Vocalion 55022; Rex Turner—Varsity 215.**

On Transcriptions: **Texas Jim Lewis—Standard; Alan Holmes—Associated; Dean Hudson—Langworth.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

Reaching

4,000,000 PEOPLE

KWKW

Pasadena - Los Angeles

NATIONAL REP. FORJOE & CO.

GATHERED together in a pre-meeting conference are the speakers at the second annual meeting of the Michigan Council of the AAAA, held in Detroit, Nov. 3. They are (l to r): Frederic R. Gamble, AAAA president; Sherwood Dodge, vice president, Foote, Cone & Belding; Albert W. Sherer, vice president, McCann-Erickson Inc.; John P. Cunningham, partner, Newell-Emmett Co.; Clarence B. Goshorn, president, Benton & Bowles and AAAA chairman of the board; John S. Grier, Young & Rubicam; James W. Young, vice president, J. Walter Thompson; and Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

* * *

MICH. AAAA

Cunningham Warns Group Of Government Control

WARNING that giveaway programs "in their present quantities have now reached the danger point of government legislation," John P. Cunningham, partner in Newell-Emmett Co., cautioned copy men of the Michigan Council of American Assn. of Advertising Agencies of the grave responsibility that lay in their power to sway the people. "We don't want governmental control of how we shall advertise," Mr. Cunningham said, "but we must watch our step, or we'll get it."

The AAAA Michigan Council's second annual meeting, held Nov. 3 in Detroit's Statler Hotel, was the last of the four regional meetings of AAAA, preceded by those in New York, Chicago and Arrowhead Springs, Calif.

Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the 200 assembled advertising men and women that television was in competition with magazines, and in reality, complemented radio. He said a judicious use of radio and television would bring the sales message into the homes of 95% of the American public.

Mentioning that "the average American family will get a television set before they make any other major purchase in the next few years," Mr. Weaver emphasized for the Motor City the advantages of TV for the advertising of heavy goods. "We finally have a medium that will deliver a customer into the salesroom completely pre-sold except for a personal demonstration of qualities he already believes in."

The meeting, which had as its theme "Advertising At Work," continued through the afternoon into a dinner meeting in the evening, where the meeting was addressed by Frederic R. Gamble, president of AAAA, and Clarence B. Goshorn, president of Benton & Bowles, and chairman of the board of AAAA.

In his report to the Michigan Council membership, Mr. Gamble pointed to the agency campaign for cash discounts from media. "Cash discounts are also a problem in the radio field," he said. "While individual stations grant discounts, the vast majority, over 90%, do not. And this policy is rapidly spreading into the television field."

He also mentioned that the second survey of BMB was due out shortly, but warned the advertising men that it has been "so expensive that there is doubt as to whether or not it can be continued, and if so, how?"

Other speakers at the session:

James Webb Young, vice president and senior consultant, J. Walter Thompson Co. who spoke on "Some Advertising Responsibilities in a Dynamic Society"; Albert W. Sherer, vice president, McCann-Erickson Inc., "Application of Research to Advertising and Sales"; Sherwood Dodge, vice president, Foote, Cone & Belding, "The Changing Scene in Media"; John S. Grier, manager, merchandising department, Young & Rubicam, "The Merchandising Package." The introductory remarks for the speakers were made by John McQuigg, vice president of Geyer, Newell & Ganger, Detroit.

Ralph L. Wolfe, of Wolfe-Jickling-Dow & Conkey, chairman of the Michigan Council, presided at the session. Other governors are Vice Chairman John McQuigg, Geyer, Newell & Ganger; Secretary Frank Townshend, McCann-Erickson; Willard S. French, of Brooke, Smith, French & Dorrence, and Henry G. Little of Campbell-Ewald Co.

Pacific AAAA Plans

GEORGE WEBER, recently elected president of AAAA Pacific Council [BROADCASTING, Oct. 24] told BROADCASTING last week the organization will undertake in the next year a renewed effort to improve the media relations of the agency group's chapters in the West. Mr. Weber is vice president of Mac Wilkins, Cole & Weber.

RCA TUBES ...
the standard of comparison
RCA
RCA ELECTRON TUBE 5592
RCA-5592 used in 50 KW FM Broadcast Transmitters
Use RCA tubes for FM where dependability and economy count
• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.
The Fountainhead of Modern Tube Development is RCA
RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Real opportunity for good all-round manager for independent station in large competitive midwestern city. Must be experienced in management, programming, sales. Can acquire stock interest if desired by purchase or earnings. Base salary plus generous profit participation. Station now in black but capable far greater earnings. Send full details to Box 187D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and service small town accounts primary. Good opening for man who will stay and make himself part of community. Send complete details, experience, references, picture, salary expected, etc. to Manager, KRPL, Moscow, Idaho.

Salesmen

Local salesman for 5 kw Mutual affiliate in midsouth, major market. Attractive minimum guarantee and commission with opportunity for advancement. In answering state education, experience, references and photograph. Box 98D, BROADCASTING.

Salesman for kilowatt daytime station in prosperous market. Base pay plus commission. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. KSCB, Liberal, Kans.

Announcers

Opening for staff announcer. 250 watt Mutual outlet in southeast. Rush audition disc, photograph and background to Box 108D, BROADCASTING.

Need one or two combination announcer-1st class engineers for Florida network affiliate to start approximately December 20th. Must be strong on announcing. Write, giving full details, experience, education, training and salary requirements to Box 159D, BROADCASTING.

Experienced announcer, capable of handling all assignments. State age, background, salary desired. Central Pennsylvania. Box 185D, BROADCASTING.

Experienced staff announcer with news, disc jockey and adlib ability. Helpful if some sports and sales knowledge. $200 to $225 a month. Please send disc or tape with letter. KISD, Sioux Falls, S. Dak.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Wanted, engineer-announcer, emphasis on announcing. Must be experienced disc shows, early morning and news. Audition disc and background required. WBHF, Cartersville, Ga.

Sports announcer with news background. Must be able handle play-by-play football, baseball, basketball plus assist news editor. Attractive base plus talent opportunity right man. Best references expected. Don't phone. Apply by letter telling all. Assistant Manager, WCAX, Burlington, Vermont.

Wanted—Experienced announcer for morning show. Send photo, letter of experience and reference to WFNC, Fayetteville, N. C.

Versatile announcers for new 1 kw metropolitan market. No floaters. Wonderful potentials for experienced men. Send disc, photo, references. Salary expected to Jack Barton, P. O. Box 72, East Point, Ga.

Help Wanted (Cont'd)

Technical

Radio broadcast engineers-technicians wanted for employment outside continental limits of the United States. Forward earliest complete history. Box 154D, BROADCASTING.

West Texas station needs man with 1st phone, pleasing voice, hard worker, state salary. Good chance for advancement, no drifters. Photo, references and disc required. Box 163D, BROADCASTING.

Help wanted—Immediate vacancy for engineer-announcer, must have experience on engineering and announcing. Daytime station, send photo and disc with first letter. Salary $55.00 for forty hour week. Box 278, Defiance, Ohio.

Production-Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced as program director at small station. Must be able build and produce saleable local programs, handle special events and operate local news bureau. State qualifications and salary requirements. Box 23D, BROADCASTING.

Fulltime metropolitan independent station wants news editor with good voice, experienced in gathering, writing local news, editing wire and airing some newscasts. Minimum $200 monthly. Send disc, photo, experience. Material will be acknowledged and returned. Box 155D, BROADCASTING.

Man or woman experienced in continuity, music department and announcing to work with independent station in state's first market. No beginners please. Box 178D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

If your independent is in a potentially good market but suffers from high operative expense, low income and/or a shortage of listeners; and if you're looking for a manager, my proposition might interest you. Box 133D, BROADCASTING.

Commercial manager, middlewest 9 years. Excellent background. Available Jan. 1st. Box 161D, BROADCASTING.

Manager, 10 years experience, 250 w, 1 kw, covering administrative, sales, program and promotion. Can win tough battles against competition and/or overhead. Prefer southwest or midwest. Box 169D, BROADCASTING.

Manager-program director-chief announcer. Any one or combination. 11 years experience in all phases of radio. College graduate. Excellent references. Prefer southwest. Box 183D, BROADCASTING.

Available—New England small market station manager. Age 34. Has done every thing but operate transmitter. Moving up into larger market management, sales or promotion. Just the man you're seeking. Write Box 189D, BROADCASTING.

Station manager-commercial manager. Presently managing a small market station. Young, 39, conscientious, stable, family man. No armchair executive, but a person who has come up through the ranks and knows by first-hand experience all phases of station operation. Available January 1st. Box 200D, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line. I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Sales manager, 15 years experience tangible, intangible selling. Graduate radio school. Experienced sports announcer. Now with midwestern 1000 w, independent. Age 36, sober, married. Available two weeks notice. Photo, references. Box 137D, BROADCASTING.

Record companies, aggressive, personable representative, available to travel, musician, college graduate. Presently employed disc jockey, midwest market. Box 176D, BROADCASTING.

Young salesman desires affiliation with radio representative in Chicago. Employed in midwest. Radio interview upon request. Box 177D, BROADCASTING.

University graduate, sales success, experienced, will accept fair offer, East. Box 184D, BROADCASTING.

Announcer, 25, eye on future wants to settle. 2½ years staff announcing, wanting to get into sales. Fulltime sales or announcer-sales. Willing to work hard if given a chance. Sandy Horn, Route, 1, Rutherfordton, N. C.

Announcers

It always takes a little more than "just money" to tempt a superlative announcer away from a good job. But I'm willing to build a high rated disc show for you in return for a little less diversification. My income is above average (for where I am), but the things I have to do for said moneys are too numerous to mention. If you're a progressive eastern station, I've got a key to the public taste and two and a half years of experience to offer. What do I hear? I'm pleasant and courteous and you'll have a prompt reply. Box 846c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Sports announcer, basketball and baseball specialist, but completely experienced all sports, available after Nov. 15. College, married, veteran looking for station covering top caliber basketball and baseball. Excellent references and discs. Box 84D, BROADCASTING.

Announcer, DJ, news, 2½ yrs. commercial experience. Permanent position in or about metropolitan area. References, available immediately. Box 107D, BROADCASTING.

Announcer, program director, news-editor. 13 years experience. Former NBC, CBS. Married, will go anywhere. Disc and photo on request. All replies answered. Box 113D, BROADCASTING.

15 years experience. Announcer-producer-writer-newscaster. Last employment 50 kw NBC outlet, TV station. Understand TV announcing and production. Came up in radio when you had to do everything around the station. Have operated RCA, Western Electric, Gates and home-made boards. 35, single, ready. Box 120D, BROADCASTING.

Announcer, production conscious. Three years with independent, doing own board work. Strong on news. Desire opportunity to do more production work. Excellent references and disc available. West of Mississippi preferred. Box 135D, BROADCASTING.

Staff announcer, two years experience, newscaster, disc jockey, commercial man. Can operate own control board. Prefer midwest. Box 144D, BROADCASTING.

Announcer, car, experienced disc jockey. News, commercial, selling experience. Midwest or southwest. Box 151D, BROADCASTING.

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 250 watt. N. J. Commercial, armed forces experience. Will travel. Box 158D, BROADCASTING.

Seeking greener fields. Quality straight announcer. College man, single, 24, two years general experience in midwest. Not a prima donna or disc jockey type. I'm ambitious, reliable and willing to work. Prefer southwest, but will consider any good proposition. For disc, picture and details write, Box 162D, BROADCASTING.

Experienced sports announcer. Strong play-by-play on all sports. Presently employed. Prefer sports minded station in midwest. Box 165D, BROADCASTING.

Experienced announcer wants to relocate, preferably Alabama or Florida. Box 166D, BROADCASTING.

Newscaster wants position with established station realizing importance of good news writing and presentation. Thoroughly experienced in local news coverage; objective national and international re-write. Former newspaper reporter, program director. Six years broadcasting, presently employed. Would like to raise family, buy home and grow old in pleasant west or Pacific Coast city. Box 168D, BROADCASTING.

Announcer, experienced deejay, news, sports, straight announcing. Married, veteran, presently employed network affiliate. Disc and photo available. Box 171D, BROADCASTING.

Versatile performer—DJ, special events, sports, AM-FM-TV. Top DJ who can match selling voice with fine selection and knowledge of music. Full background in sports that includes play-by-play in basketball, baseball, football, hockey and golf. Sponsored sportscast for past three years. Fifteen years emceeing top stage shows with ten years vocal work with name bands. TV experience includes production, acting and emceeing. Married, no children, good habits and fine personal appearance. 40 years old, 2 years college. Will travel for personal interview. Salary requirements $100 weekly base pay. Best of references including present employer. Box 172D, BROADCASTING.

Announcer-disc jockey. Six years experience. Now in fourth year with midwest regional. Prefer all night disc show or morning personality disc program. Will consider all offers. PD, copy, traffic, selling background. 28, single. Box 179D, BROADCASTING.

Announcer—versatile, two years network affiliate, independent experience. University graduate. Travel easily. Box 186D, BROADCASTING.

"I Wanna Get Married!" Young, versatile announcer, three years experience, presently employed, handle any type program, desires position with better future. Operate controls. News, special events, interviews, my forte. Excellent references. Will travel. What have you? Available after two weeks notice. Disc on request. Box 188D, BROADCASTING.

Announcer—Trained ability, single, 23, prefer south. Box 190D, BROADCASTING.

Announcer-engineer, 1st phone, two months board experience. Graduate leading announcing school. Will travel, southeast, midwest. Disc available. Box 191D, BROADCASTING.

Wanted, position as staff announcer—experience all phases. University graduate. Disc available. Box 194D, BROADCASTING.

Announcer. In sports experience counts. Veteran sportscaster presently employed New York City seeking permanent position with sportsminded station. AM-TV, play-by-play baseball, basketball, hockey, football, boxing, tennis, etc. Married. Please state salary. Box 195D, BROADCASTING.

Experienced announcer, capable handle staff. East preferred. Married. Box 197D, BROADCASTING.

Attention managers. 250-1000 watters. Young man, 23, single, schooled in broadcasting, seeks your employ as announcer. Not afraid of hard work, be it at "broom or boom." Salary secondary to opportunity and I'm not impatient. On job training program welcomed. All letters cordially answered. Thank you. Box 198D, BROADCASTING.

Experienced all phases of announcing. Excellent disc shows morning, noon or night. West coast preferred. Independent station and network experience. Excellent references. Box 199D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, some experience, will start at bottom with live station, will send references, age 28, single. Box 202D, BROADCASTING.

Staff announcer, first phone. 4 years with network affiliates. Presently employed in east. Sell, write copy, also disc jockey, football. Sincere, sober, best references. $75.00. Box 203D, BROADCASTING.

Combination man and a four piece western band. Good band and a good announcer. Will travel as a unit or separately. Any place considered. Both have previous station experience. Address Box 207D, BROADCASTING.

Experienced announcer-program director. Two years, 28, married. Excellent references. Midwest preferred, near Chicago. Available personal interview. Experience all phases. Write shows, commercials Available immediately. Write Box 208D, BROADCASTING.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM; presently employed, married. KVIK, 100 Terracita, San Francisco, Calif.

Announcer-engineer, first class phone. Thoroughly trained radio school graduate, 26, married, sober, dependable. Some experience. Disc, photo available. All locations considered. Apt. 1, 53 Soundview Ave., Mamaroneck, N.Y.

Veteran, college radio major. Also singer and actor. Looking for a start. J. Coppola, 59-18 Putnam Ave., Ridgewood 27, N. Y.

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

Announcer, broad musical background and good voice. Handle commercials, news, special events and good disc show. Write good copy. Vet, single. $1 reliable. Middle or southeast preferred. Richard Perry, 38 Stokesland Ave., Schoolfield, Va.

Experienced four letter man. Vocalist, announcer, music librarian, commercial copywriting. References, recordings. Location not important. Don Pierre, 1238 W. Juneau Ave., Milwaukee, Wisconsin.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperienced. Available immediately. Box 19D, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone. Single, car, will travel. Graduate FM-TV communications desires permanent position. Box 74D, BROADCASTING.

Available immediately—Chief engineer. 2 years college, 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Desire permanent position with progressive station. Sober ,excellent references. Box 76D, BROADCASTING.

Engineer, 1st phone. Also training in announcing and control board. Midwest preferred. Box 116D, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, AM-FM, 6 years experience in remotes, recording, control room, transmitter, installation and maintenance work. 2 years as chief eng. and asst. chief. Some experience as announcer. Prefer midwest or central location due to illness of father. Salary secondary. Single, 24, Box 153D, BROADCASTING.

Situations Wanted (Cont'd)

First class phone, graduate of leading technical school in AM, FM, TV and console operations. Disc supplied upon request. Free to travel. Box 152D, BROADCASTING.

Engineer, 1st phone desires position with station, experience in transmitter, studio control and remotes. Prefer in northeast or midwest. Box 156D, BROADCASTING.

Chief engineer, 7 years all phases AM-FM, independent and net affiliate. 1st phone. Prefer small New England station. Box 160D, BROADCASTING.

Combination engineer-announcer. Four years broadcast experience. Three years college. First class license. Box 167D, BROADCASTING.

Engineer—licensed. Some experience xmtr and studio console operation, remotes. Have car. Box 170D, BROADCASTING.

Engineer, 19 months experience desires position as studio and control room engineer in northeast or midwest. Have extensive control board and remote experience also transmitter maintenance. Installation experience. No transmitter work please. Don't like to work alone. Require 2 weeks notice. Box 173D, BROADCASTING.

Experienced combination engineer-announcer. Operate console, good DJ, fair newscaster. Disc, photo on request. Available two weeks notice. Box 174D, BROADCASTING.

Vet, 22, married, 1st phone, no experience, recent grad of Temple Tech. Television School. Desires station work in west or southwest. Available immediately. Box 180D, BROADCASTING.

Experienced engineer looking for permanent position, married, no children. References supplied on request. Box 181D, BROADCASTING.

Chief engineer or transmitter supervisor. Graduate midwest school, IRE member, 35, first phone, married. 8 years experience in AM-FM, some TV, development, production, studio and transmitter. At present liaison engineer for large manufacturing company working between engineering and production on AM-FM transmitters up to 10 kilowatts. Best references. Box 182D, BROADCASTING.

Engineer, single with car. Experienced in AM and FM studio. Remotes, recording. Within 200 miles New York. Box 192D, BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation. Single, car. Box 193D, BROADCASTING.

Transmitter - control operator, first phone, A-1 technician, experienced. Want permanent position, married, car. Box 205D, BROADCASTING.

Engineer, 1st class phone with 10 years of experience in all phases of broadcasting AM and FM. Have installed studio and transmitters, also worked as chief. Excellent references. East preferred. Box 206D, BROADCASTING.

Engineer-announcer wishes position. Married. Employed at present. Will consider any location. Box 209D, BROADCASTING.

First class license, desire permanent connection with progressive station. No experience, graduate of highly rated school. Details on request. Box 210D, BROADCASTING.

Engineer, FM-AM, over two years experience. R. C. Barritt, 1200 Susquehanna, Pittston, Pa.

Engineer, first phone license, 2 years experience, single, age 23, desires engineering position with station. Available immediately. James Ellzey, Rt. 4, Tylertown, Miss.

Combination engineer-announcer, first phone, graduate announcing school, desires position in independent station. Can write good copy, married, dependable. Disc and references on request. Alan B. Lafler, 3424 Mt. Pleasant St., N. W., Wash. 10, D. C.

Engineer, first phone, technical school graduate. Former Navy ETM 1/c. Married. Prefer Iowa or vicinity. Eugene Reiff, Ida Grove, Iowa.

Wanted, job in broadcasting. Young ambitious, first class license, graduate radio school. Experience—none. Contact Willis Schulz, 545 South 26th, Omaha, Nebr.

Situations Wanted (Cont'd)

Production-Programming, others

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Ten years experience programming, announcing, promotion, writing. Family man. Prefers midwest. Box 122D, BROADCASTING.

Topflight announcer. Solid background all phases radio. Interested programming or promotion position. Box 123D, BROADCASTING.

Program director exceptionally strong on show-building and announcing. Responsible family man. Box 124D, BROADCASTING.

Program director, three years experience with independent, two as program director and assistant manager. Write production copy that sells sponsor on radio and sell listeners on sponsor. Excellent references, disc. Prefer west of Mississippi. Box 134D, BROADCASTING.

Program director for southern California station. Twelve years experience in two local and network stations. Announcing emphasis on classical music. Box 175D, BROADCASTING.

News director, can organize news department from scratch. Five years experience in newspaper, press association, 5 kw news-minded midwest station, documentary scripts, tapes and newscasting. University grad, 26, veteran, married, sober, employed. Want to settle in west or southwest with progressive, growing station. Box 196D, BROADCASTING.

Promotion manager. Five years solid experience in highly competitive markets. Family man, excellent record, outstanding references. Wide experience in all other phases of station operation including sales and programming. Box 201D, BROADCASTING.

Radio-television writer-producer, in the business ten years, recently released in economy cut. Desire agency, network or station position. West coast preferred, will consider any good offer in primary market. Excellent professional and personal references. Box 204D, BROADCASTING.

Television

Technical

TV engineer grad, 2 yrs, 10 yrs, CW transmitters desires AM-FM-TV transmitter operating. Single, own car, will travel eastern seaboard. First phone. J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

For Sale

Stations

For sale, New York city area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Equipment, etc.

One 310-B Western Electric transmitter. One 110-A Western Electric limiter. One 23-A Western Electric consolette. One General modulation monitor. Write Chief Engineer, KFJB, Marshalltown, Iowa.

For Sale—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-As in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

For sale—Two used RCA, vertical and lateral Universal transcription pick-up kits. MI-4875-G in excellent condition. $198.00. WKRT, Cortland, N. Y.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Wanted to Buy

Stations

Wanted—Southwest station. Must be priced right. Cash for right proposition. Box 164D, BROADCASTING.

TRANSIT RADIO

Oct. Billings Are Up 18%

AN 18.7% increase in Transit Radio billings for October over those of the previous month was announced last week by Frank E. Pellegrin, vice president in charge of sales, Transit Radio Inc., New York.

Kansas City, soon to become the country's 17th market to have musical bus rides, is now equipping its buses with FM receivers. Music will be transmitted by KCMO-FM Kansas City, under general managership of E. K. (Joe) Hartenbower.

Help Wanted

Announcers

● Metropolitan station needs topnotch record and morning man. Must have excellent radio background, be dependable and have ability to sell. Good base plus talent. Send photograph, record and references.

BOX 211D BROADCASTING

Television

Technical

NOW AVAILABLE

Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact:
BOX 26D, BROADCASTING

For Sale

Technical

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

Employment Service

NEGLECT

So many of our advertisements have announced new stations, agencies, etc. **serviced** recently—that we have neglected to ask for other new stations, etc., to announce.

To repair this neglect, we should like a memo of your **needs** so as to show you just why it is so many of our advertisements have been announcing new stations, agencies, etc., recently—that we have neglected asking for other new stations, agencies, etc., to announce.

SERVICED! BRR-RADIO-TV EMPLOYMENT BUREAU (FREE Screened applicants—to Employers) P. O. Box 413, Philadelphia 5, Pa.

KNBC ASSIST

Loan Aids KECC Debut

WHEN it looked as though KECC Pittsburg, Calif., in the San Francisco Bay Area, could not keep its scheduled debut Nov. 5, its neighbor. KNBC San Francisco, a 50,000 watter, stepped in to help.

KECC, 1 kw on 990 kc, has its studios in the little industrial city located at the mouth of the Sacramento River and at the foot of hills separating it from Oakland, Berkeley and other Bay cities. Because of its location, KECC decided to place its transmitter across the river to assure better reception throughout the Bay area.

Rather than span the river with telephone line, KECC elected to relay programs from its studios to the transmitter via microwave equipment. But the latter broke down and threatened to cancel the Nov. 5 start. A telephone call from KECC Manager Ed Marshall to John W. Elwood, KNBC general manager, provided the cue for the loan of a 25w shortwave transmitter operating on 31,220 kc, after FCC approval. The unit is used by KNBC for remote pickups where telephone facilities are unavailable. KNBC reports in this way did "little watt" ride on "big watt's" kilocycle with papa's (FCC) okay.

Licensee of the new station is Pittsburg Broadcasting Co. Inc., with John C. MacFarland, formerly general manager of KYOS Merced, Calif., president, and Mel D. Marshall, also from KYOS, secretary-treasurer, as majority stockholders. Minority stock is held by group of East Bay businessmen. Mr. Marshall is KECC general manager and Mr. MacFarland is commercial manager.

New WKAP Building

WKAP Allentown, Pa., has started construction on its new building on North 7th St. in Allentown. Studios and transmitter will be combined in $35,000 structure. Broadcasting is scheduled to start from the new building in March of 1950. An independent, station operates daytime on 1580 kc with 1 kw and is licensed to Rahall Broadcasting Corp.

ATTENDING the luncheon at the 28th Conference of the West Virginia Newspaper Council meeting at Morgantown, W. Va., last month are (l to r): John S. Phillips, president of W. Va. Broadcasters Assn.; Dr. Allen A. Stockdale, National Assn. of Mfrs. representative; and John A. Jones, Weirton Steel publications director and retiring president of the council. Meetings, Oct. 20-22, were attended by newspaper and industrial editors, state publicity and West Virginia U. officials and journalism students. Mr. Phillips, general manager of WCAW Charleston, officially accepted an invitation to broadcasters to set up a radio station in the Council.

WOR REALIGNS

Sales, Program Personnel

REALIGNMENTS of executive duties and responsibilities in sales and program departments of WOR New York have been announced by President Theodore C. Streibert.

Robert Mayo, formerly station sales manager, has been named director of sales for WOR and WOR-TV, reporting to R. C. Maddux, WOR vice president in charge of sales. Succeeding Mr. Mayo as sales manager is John P. Nell, with WOR since 1938 in promotion and as account executive.

Donald Hamilton, assistant program director, named manager of program operations for WOR and WOR-TV, assists Julius F. Seebach Jr., vice president in charge of program operations. Robert Brewster, executive producer, has been named radio programs manager for WOR. Mr. Brewster joined the station in 1948 after 12 years with J. Walter Thompson Co., New York, as radio producer and account executive. Eugene Fitts of program department has been appointed executive producer while Robert A. Simon will continue as program development manager.

RECORD DEALERS

Indicted by Government

AN INDICTMENT has been returned by the Government against Tri-State Retail Record Dealers Assn., four corporations and eight individuals for violation of anti-trust laws in distribution and sale of phonograph records.

The indictment, levied by a federal grand jury in Pittsburgh, and announced by Attorney General J. Howard McGrath, charges that the defendants agreed to fix prices on phonograph records sold to the general public, churches, schools and music-box operators in western Pennsylvania, eastern Ohio and northern West Virginia. In addition, they conspired to boycott manufacturers and distributors of low-priced records, the indictment added.

Information Study

A STUDY entitled *Freedom of Information* has been released for distribution by the Library of Congress. Prepared by the library's European Affairs Div. reference department, the study gives a general review of its subject's literature including special comment on the role played by radio in the freedom of information. The introduction is by Dr. Harry J. Krould, chief of the European Affairs Div. *Freedom of Information* was prepared under Dr. Krould's direction by Miss Helen F. Conover of the European Affairs Div. staff.

WCAR FILES

Exceptions to FCC Rule

WCAR Pontiac, Mich., filed its exceptions last week to FCC's proposed decision which would deny the station's bid to move to Detroit and increase power on 1130 kc from 1 kw daytime only to 50 kw day, 10 kw night, directional fulltime [BROADCASTING, Oct. 3].

The FCC would deny the application on grounds that the move would not meet requirements of Sec. 307(b) of the Communications Act, which specifies that facilities must be equitably and efficiently distributed among the several states and communities. FCC said Pontiac needed WCAR's service more than Detroit. WCAR contends in its exceptions that this reason is in error because the rule applies only to new facilities and not to switching of existing stations, as previous FCC grants to others have shown.

For argument's sake, WCAR stated that even if Sec. 307(b) were applicable to its request, the rule would require granting the move rather than the proposed denial. WCAR explained the rule calls for efficient use of the facility as well as for its fair distribution and that both these factors have equal weight.

The station pointed out in addition that since Pontiac and Detroit are both part of the Detroit metropolitan district, WCAR as now operating is required to program in the interest of the whole community and not just for Pontiac alone. Hence, it explained, with increased power and fulltime operation from the new site, WCAR could better do this job and still serve Pontiac via the proposed auxiliary studios.

. . . THAT'S NEWS

KXLJ Asks Renewal Hearing

IN MAN-bites-dog fashion, an AM station has requested FCC to designate its license renewal application for hearing.

This is the case with KXLJ Helena, Mont., an Ed Craney station assigned 250 w fulltime on 1240 kc. The hearing was designated by FCC last month on program issues [BROADCASTING, Oct. 31].

The hearing, it was reported, was ordered by the Commission because KXLJ requested it. Unofficially it was said that FCC had made inquiry of KXLJ concerning certain factors of its composite program reports to the Commission, and, rather than submit explanation only in written form, Mr. Craney indicated he preferred to answer through formal hearing procedure, to be held in Helena.

FULL coverage report on Canadian networks issued by Canadian Broadcasting Corp., Toronto. Report based on 1948 statistics of Bureau of Broadcast Measurement.

Top Network Station

Located in one of the best midwest smaller cities. This exclusive facility completely dominates an excellent market. Here are the basic facts:

Year's gross • *$190,000.00*

Total profits • *$85,000.00*

Priced • At an unusually low ratio

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 70)

Decisions Cont.:

WHPS High Point, N. C.—Granted license for new noncommercial educational FM station 89.3 mc (Chan. 207) 10 w.

Texas Star Bcstg. Co., Mobile, Areas of Harris and Houston Counties, Tex.—Granted CP for new remote pickup station to be used with KTHT Houston.

WHGR Greensboro, N. C.—Granted mod. CP for approval of ant. and trans. location.

WSFL Sprinfield, Mass.—Granted mod. CP change type trans. Also granted mod. CP for extension of completion date to 12-1-49.

KSTN Stockton, Calif.—Granted mod. CP to specify studio location, change type trans. and type towers.

November 9 Decisions . . .

BY THE COMMISSION

Hearing Designated

KCRO Englewood, Col.—Designated for hearing the matter of revocation of CP, order of revocation dated Oct. 14 is suspended until conclusion of hearing and Commission's decision therein. Hearing scheduled Dec. 7 at Englewood before Comr. Paul A. Walker on all matters pertinent to revocation order.

November 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGMI Denver—Mod. CP new AM station for extension of completion date.

WSGW Saginaw, Mich.—Same.

KERG Eugene, Ore.—Same.

WIBC Indianapolis—Mod. CP increase power etc. to decrease N power from 5 kw to 10 kw using DA-2.

KOME Tulsa, Okla.—Mod. CP change frequency etc. for extension of completion date.

KTLA Hollywood—Mod. CP new TV station for extension of completion date to 3-1-50.

WBKB Chicago—Same.

WGN-TV Chicago—Same to 6-1-50.

WNAC-TV Boston—Same to 3-1-50.

WTVN Columbus, Ohio—Same to 3-15-50.

WHAM-TV Rochester, N. Y.—Same to 8-4-50.

KBTV Dallas—Same to 1-8-50.

KMJ-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.

KISW Seattle, Wash.—Same.

Modification of License

WASK Lafayette, Ind.—Mod. license change studio site.

AM—1050 kc

Reub Williams & Sons Inc., Warsaw, Ind.—CP new AM station 1510 kc 1 kw D AMENDED to request 1050 kc 250 w. D DA.

SSA—1540 kc

KLKC Parsons, Kan.—SSA operate from local sunset to 12 midnight CST with 100 w for 6 mo.

SSA—730 kc

WACE Chicopee, Mass.—SSA operate unl. with 1 kw DA-N.

License for CP

KLMS Lincoln, Neb.—License to cover CP new AM station.

KNOR Norman, Okla.—Same.

WDXI Jackson, Tenn.—License to use old main trans for aux. with 1 kw DA-N on 1310 kc.

WMCT Memphis, Tenn.—License to cover CP new commercial TV station and indicate ERP vis. 12.6 kw.

TENDERED FOR FILING

SSA—1050 kc

WIVY Jacksonville, Fla.—SSA to operate from 6 a.m. until local sunset with 1 kw for period of regular license.

APPLICATION DISMISSED

KPRO Riverside, Calif.—DISMISSED Oct. 28 application to increase power from 1 kw to 5 kw, install DA-N.

APPLICATION RETURNED

AM—1000 kc

Walden H. Rheinfrank, Piketon, Ohio—RETURNED as incomplete Nov. 7 application for CP 1000 kc 500 w-D 500 w-N unl.

November 10 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

Cotton Belt Bcstg. Co., El Dorado, Ark.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1290 kc 1 kw D.

Transfer of Control

WAYB Waynesboro, Va.—Transfer of control of Waynesboro Bcstg. Corp., licensee, through sale of 70 sh by Earl M. Key to N. Wilbur Kidd, Wallace E. Dodd and John A. Brown AMENDED to delete Wallace R Dodd as one of transferees.

AM—1320 kc

KCRA Sacramento, Calif.—CP increase 1 kw to 5 kw, change DA.

Modification of CP

WGAD Gadsden, Ala.—Mod. CP change power etc. for extension of completion date.

WFMJ Youngstown, Ohio—Same.

KOH Reno, Nev.—Same.

WSAZ-TV Huntington, W. Va.—Mod. CP new TV station for extension of completion date to 6-15-50.

Following FM stations filed for extension of completion dates: KTOK-FM Oklahoma City; KXYZ-FM Houston, Tex.; KECA-FM Los Angeles; KMPC-FM Los Angeles; KDFC San Francisco; WDAE-FM Tampa, Fla.; WBGE-FM Atlanta, Ga.; WRBL-FM Columbus, Ga.; WBIK Chicago; WEIM-FM Fitchburg, Mass.; KMBC-FM Kansas City; WBCA Schenectady, N. Y.; KSTP-FM St. Paul; WLOK-FM Lima, Ohio; WFMJ-FM Youngstown, Ohio; WKBN-FM Youngstown, Ohio.

Modification of License

WLOI La Porte, Ind.—Mod. license change studio location to Rumely Hotel, 800 Michigan Ave.

KRAM Las Vegas, Nev.—Mod. license change studio location.

License for CP

WASA Havre de Grace, Md.—License to cover CP change frequency etc.

WRIO Piedras, P. R.—License to cover CP new AM station.

KECC Pittsburg, Calif.—Same.

WBML-FM Macon, Ga.—License to cover CP new FM station.

WBIR-FM Knoxville, Tenn.—Same.

KCMO-FM Kansas City—Same.

WERS (FM) Boston—License to cover CP new noncommercial educational station.

License Renewal

WPAL Charleston, S. C.—License renewal AM station.

WOPT-FM Oswego, N. Y.—License renewal FM station.

TENDERED FOR FILING

Modification of CP

WCON Atlanta, Ga.—Mod CP make changes in DA-N.

AM—1430 kc

WENE Endicott, N. Y.—CP change from 1450 kc 250 w unl. to 1430 kc 5 kw unl. DA-DN.

APPLICATION DISMISSED

WALE Fall River, Mass.—DISMISSED Nov. 9 application for acquisition of control of Narragansett Bcstg. Co., licensee, by Bristol Bcstg. Co. through purchase of 233⅓ sh Class A common and 239 sh Class B common from William A. Porter and seven others.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 10

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,057	2,021	213		328	262
FM Stations	742	473	333	*9	52	30
TV Stations	90	22	90		352	182

*5 on air

• • •

CALL ASSIGNMENTS: KMOD Modesto, Calif. (Radio Modesto Inc., 1360 kc, 1 kw unlimited, directional night); KOEL Oelwein, Iowa (The Northeast Iowa Radio Corp., 950 kc, 1 kw day); KPBM Carlsbad, N. M. (McEvoy Bros., 740 kc, 1 kw day); KWBG Boone, Iowa (Boone Bcstg. Co., 1590 kc, 1 kw day); KWSO Wasco, Calif. (Maple Leaf Bcstg. Co., 1050 kc, 250 w day); WBLX Bedford, Va. (Bedford Bcstg. Corp., 1490 kc, 250 w unlimited); WIKB Iron River, Mich. (Upper Michigan-Wisconsin Bcstg. Co. Inc., 1230 kc, 250 w unlimited); WJAT Swainsboro, Ga. (Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw day); WLEW Bad Axe, Mich. (Saginaw Bcstg. Co., 1540 kc, 250 w day); WRTN Wierton, W. Va. (Wierton Bcstg. Co., 1430 kc, 1 kw unlimited, directional); WVSC Somerset, Pa. (Somerset Bcstg. Co., 990 kc, 250 w day).

• • •

Docket Actions . . .

INITIAL DECISIONS

Pilgrim Bcstg. Co. et al—Hearing Examiner Hugh B. Hutchison issued initial decision to grant application of Pilgrim Bcstg. Co. for new station in Boston 950 kc 5 kw day (Facilities of former WORL) and to deny competitive bids of Beacon Bcstg. Co., Boston Radio Co., Joseph Solimene and Bunker Hill Bcstg. Co. Application of Continental Television Corp. was denied as in default as no evidence was presented to support its request. Initial decision Nov. 4.

WCUM Cumberland, Md.—Hearing Examiner Leo Resnick issued initial decision to grant application for modification of license to increase power from 100 w to 250 w on assigned 1490 kc full time. Initial decision Nov. 7.

Vulcan Bcstg. Co., Birmingham, Ala.—Initial decision announced by FCC to deny application for new station on 1490 kc, 250 w fulltime. Initial decision on Nov. 7.

PROPOSED DECISIONS

Pioneer Bcstrs. Inc., Pleasantville, N. J., and Seaside Bcstg. Co., Atlantic City—Proposed decision announced to grant application of Pioneer Bcstrs. for new station at Pleasantville on 1400 kc with 250 w fulltime and to deny bid of Seaside for same facilities at Atlantic City. Proposed decision Nov. 8.

WWBZ Vineland, N. J.—Proposed decision announced to grant application to operate WWBZ nighttime hours on 1360 kc with 1 kw. Proposed decision Nov. 7.

OPINIONS AND ORDERS

C. Thomas Patton, Oakland, Calif.—Adopted order making final decision to deny application for new AM station on 1010 kc with 10 kw daytime. Order Nov. 7.

Announced adoption of order specifying that grants made Oct. 20 in proceeding relating to applications of KGGF Coffeyville, Kan., and KELD El Dorado, Ark., are each further subject to approval of transmitter site and antenna system by CAA [BROADCASTING, Oct. 24]. Order Nov. 7.

Non-Docket Actions . . .

AM GRANTS

Jefferson City, Mo.—Missouri Central Bcstrs., granted 900 kc, 250 w day; estimated cost $14,000. Co-partners: Robert W. Nickles, KWK St. Louis transmitter engineer, and Robert P. Fox, ex-program director KWGD(FM) St. Louis, now deleted. Granted Nov. 4.

Plattsburg, N. Y.—Clinton County Bcstg. Corp., granted 1340 kc, 250 w fulltime; estimated cost $18,943. Principals: Joel H. Cheier, ex-commercial manager WEAV Plattsburg, president-secretary 30%; Walter H. Petterson, beverage distributor, vice president-treasurer 40%; John R. Commins, attorney, director 8%. There are three other stockholders. Granted Nov. 4.

Cloquet, Minn.—Cloquet Bcstg. Co., granted 1450 kc, 250 w fulltime; estimated cost $10,399. Principals: Victor J. Tedesco, station manager WSHB Stillwater, Minn., 15%; Albert S. Tedesco, WSHB program director, 15%; George E. Grider, formerly with WJNC Jacksonville, N. C., 15%; John O. Vick, WSHB chief engineer, secretary 25%; William F. Johns Jr., WSHB general manager and operator WOSH Oshkosh, Wis., 15%. Granted Nov. 4.

Colorado City, Tex.—Colorado City Bcstg. Co., granted 1320, kc, 500 w daytime; estimated cost $19,574. Co-partners: Marshall Formby 50% owner KPAM Hereford and KSNY Snyder, Tex.; Eldon B. Mahon, district attorney 32d Judicial District of Texas, and John Blake, 50% owner KPAM and KSNY. Granted Nov. 4.

WTPS New Orleans—Granted switch from 940 kc with 1 kw daytime to 1 kw day, 500 w night, directional night, on same frequency with fulltime operation. Granted Nov. 4.

FM GRANT

Dallas, Tex.—Texas Trade School, granted new non-commercial educational FM station on Channel 203 (88.5 mc), power 10 w; estimated cost $4,015. Granted Nov. 4.

TRANSFER GRANT

KXXX Colby, Kan.—Granted acquisition of control by John B. Hughes, owner of 300 of total 650 sh, through purchase of 50 sh ($100 par) held by Robert H. Nugent. Mr. Hughes becomes 53% owner. KXXX assigned 790 kc, 5 kw day. Granted Nov. 4.

Deletions . . .

Six FM authorizations deleted by FCC. AM dropouts since first of year total 36; FM 170, TV 11. Deletions effective dates and reasons follow:

WVPO-FM Stroudsburg, Pa.—Pocono Bcstg. Inc., CP Oct. 26. Does not wish to proceed at this time.

WTUX-FM Wilmington, Del.—Port Frere Bcstg. Co. Inc., CP Oct. 26. Since AM station is in hearing on renewal does not wish to go into FM.

KCON (FM) Atlantic, Iowa—Continental Bcstg. Co., CP Oct. 24. Interest in FM exceedingly low in area, hence would be "financial insanity" to proceed without AM station operation.

WCFL-FM Chicago—Chicago Federation of Labor, CP Oct. 24. Too many restrictions attached to obtaining proposed FM site.

(Continued on page 84)

Send Me

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00

(Includes 1950 Yearbook)

TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING

870 Nat'l Press Bldg., Wash., D. C.

FCC Roundup

(Continued from page 83)

Deletions Cont.:

WKNY-FM Kingston, N. Y.—Kingston Bcstg. Corp., CP Oct. 24. Unable to secure property specified in permit.

New Applications . . .

AM APPLICATIONS

San Francisco—Grant R. Wrathall, 1010 kc, 1 kw daytime; estimated cost $23,200. Applicant is consulting engineer and holds following radio interests: 50% KDON Santa Cruz, Calif.; 25% KUTA Salt Lake City and KGEM Boise, Idaho; 23.1% KULE Ephrata, Wash.; 15% KOPR Butte, Mont.; 12.5% KIFI Idaho Falls, KEIO Pocatello and KLIX Twin Falls, Idaho; 1.5% WLOU Louisville, Ky. Filed Oct. 28.

Leadville, Col.—Vir N. James, 1230 kc, 250 w fulltime; estimated cost $9,800. Applicant is owner-manager KVRH Salida, Col. Filed Oct. 31.

Sunnyside, Wash.—Arnold C. Werner, 1050 kc, 250 w daytime; estimated cost $11,750. Applicant is with KFBK Sacramento and is one-third owner Pacific States Radio Engineering. Filed Oct. 31.

Astoria, Ore.—Clatsop Video Bcstrs., 1050 kc, 250 w daytime. Partnership: Leroy E. Parsons, formerly manager of KAST Astoria, 80%, and Richard F. Denbo, manager Seaside (Ore.) Chamber of Commerce, 20%. Mr. Parsons is disposing of his 37% interest in KAST. Filed Nov. 9.

Raymond, Wash. — Pacific Bcstg. Corp., 1340 kc, 250 w fulltime; estimated cost $7300. Principals: Joe Chytil, manager KELA Centralia, Wash., president 35%; Mabel A. Gwinn, secretary-treasurer and 50% owner KELA, vice president 25%; Marion Oliver McCaw, wife of J. Elroy McCaw who has 50% interest in KELA, 25%; Schuyler C. Hill, KELA traffic manager, secretary 15%; William Tilton, radio accountant, treasurer. Mr. McCaw also is 50% owner KPOA Honolulu and one-third owner KYAK Yakima, Wash., and KALE Portland, Ore., and 25% KLZ Denver. Filed Nov. 9.

Bowling Green, Ohio—Howard R. Ward, 730 kc, 250 w daytime; estimated cost $20,639.95. Applicant is owner Kell Lumber and Supplies Co. Filed Nov. 9.

FM APPLICATIONS

Leaksville, N. C.—Douglas L. Craddock, Channel 224 (92.7 mc), ERP 850 w, antenna height above average terrain 68 ft. Applicant is licensee WLOE there. Filed Nov. 10.

Bloomington, Ind.—Trustees of U. of Indiana, noncommercial educational station 91.9 mc, ERP 34.5 kw, antenna 195 ft. Filed Nov. 10.

TRANSFER REQUESTS

WABI Bangor, Me.—Transfer of control of Community Bcstg. Service, licensee, through sale of all stock by Fred B. Simpson, sole owner, to Murray Carpenter, WABI manager, and ex-Gov. Horace Hildreth of Maine, now president of Bucknell U. All common stock is purchased for $10,000. Mr. Simpson also receives $35,000 worth new preferred stock. Mr. Carpenter formally was manager and 20% owner WPOR Portland, Me., and one time was with Compton Adv., New York. WABI assigned 5 kw on 910 kc. Filed Nov. 9.

WCAU-AM-FM-TV Philadelphia—Transfer of control of WCAU Inc., licensee, From Courier-Post Co. to Bulletin Co., parent firm, to afford direct rather than indirect control of radio properties. No money involved. WCAU assigned 50 kw on 1210 kc. Filed Nov. 10.

KASI Ames, Iowa—Transfer of stock from various original stockholders to newcomers to firm. Minor holdings were shifted at various times during past year. Upon FCC approval, ownership now would be: Doyle Don Kelso, chief engineer, 6%; Athen Mendenhall, music director, 14-4/9%; Charles H. Forbes, program director, 7/9%; Arthur A. Skinner, general manager and who retains 27-5/9% original interest; W. S. Rupe, 66⅔% owner Ames Daily Tribune, 50% owner Oelwein Daily Register, 75% owner Charles City Daily Press and 5% owner Cedar Falls Daily Record, 34-2/9%; Hollis J. Nordyke, 33⅓% owner Ames Daily Tribune and 17.5% owner Cedar Falls Daily Record, 17%. KASI assigned 1 kw day on 1430 kc, Filed Nov. 10.

KSET El Paso, Tex.—Assignment of license from Sunland Bcstg. Co. to Rio Grande Bcstg. Co. for $15,000 which is to be paid creditors of station. KSET was off air 60 days to arrange refinancing and resumed operations Sept. 26. Rio Grande advanced funds to carry on operation. Transfer application reported net loss for year of $15,223.55. Rio Grande is composed of: Fred Hervey, president 33.3%; Stanton E. White, vice president 24.5%; Nat P. Huggins, vice president 21.1%; G. C. Hoffman, secretary-treasurer 21.1%. All are local businessmen. Mr. Hoffman before war had interests in several Mexican stations. KSET assigned 1340 kc, 250 w fulltime. Filed Nov. 10.

KBKW Aberdeen, Wash.—Assignment of license from Ben K. Weatherwax to KBKW Inc., new firm in which Mr. Weatherwax and his family are sole owners. KBKW assigned 1450 kc, 250 w fulltime. Filed Nov. 10.

WAPF McComb, Miss.—Assignment of license to Southwestern Bcstg. Co. of Mississippi, new partnership of same name as present licensee and composed of all partners except one. J. P. Melvin sells his 25% interest for $12,500 to Albert Mack Smith, Philip Dean Brady and Louis Alford. WAPF assigned 1010 kc, 250 w daytime. Filed Nov. 9.

WRHI-AM-FM Rock Hill, S. C.—Assignment of license to York County Bcstg. Co., new partnership of same name as present licensee and composed of two of four original partners plus one newcomer. Ernest H. and Virginia B. Carroll sell their 50% interest for $32,500 to James S. Beaty Jr. and William C. Beaty, other original partners, and Harper S. Gault, advertising director of Rock Hill Evening Herald. Each of latter becomes one-third owner. WRHI assigned 1340 kc, 250 w fulltime. Filed Nov. 9.

KTXC Big Spring, Tex.— Assignment of license from Leonard R. Lyon to Big State Bcstg. Corp., new firm in which Mr. Lyon is secretary-treasurer and one-third owner. Consideration $10,000. Other principals in Big State: V. T. Anderson, president, and E. W. Anderson, vice president, each 25-5/6%; Clyde E. and George T. Thomas, attorneys, 7.5% each. The Andersons own Anderson Music Co., retail music, radio, sporting goods store. KTXC assigned 1400 kc, 250 w fulltime. Filed Nov. 9.

KCNY San Marcos, Tex.—Acquisition of control of Central Bcstg. Co., licensee, through purchase by Ed C. James of 67.25% interest of Charles L. Cain for $33,625. KCNY assigned 1470 kc, 250 w daytime. Filed Nov. 9.

WFHR-AM-FM Wisconsin Rapids, Wis.—Involuntary transfer of control of William F. Huffman Inc., licensee, from William F. Huffman Sr., deceased, to his wife, Louise F. Huffman, executrix and beneficiary of will. WFHR assigned 1340 kc, 250 w fulltime. Filed Nov. 9.

KMLB and KMFM (FM) Monroe, La.—Relinquishment of 25% interest by J. D. Liner Jr. in Liner's Bcstg. Station Inc., licensee through sale to licensee of 250 sh for $10,000. Mr. Liner retires because of poor health. KMLB assigned 1440 kc, 5 kw day, 1 kw night. Filed Oct. 31.

WLIV (FM) Providence, R. I.—Transfer of control of Colonial Bcstg. Co., licensee, from Augustus M. Wilson et al to Narragansett Bay Bcstg. Co., owner WDEM (formerly WNAF) there, for $13,500. Filed Oct. 31.

WDWD Dawson, Ga.— Acquisition of control of Dawson Bcstg. Co., licensee, by Ed Stevens and William C. Woodall through purchase of one-third interest of Allen M. Woodall for $10,000. Each becomes 50% owner. WDWD assigned 990 kc 1 kw daytime. Filed Oct. 18.

WJCM Sebring, Fla.—Assignment of permit to The Highlands Bcstg. Co. Inc., new corporation of same name as present licensee partnership and including same partners except Ernest R. Baker, deceased. Principals: Henry L. Jollay, president 30%; H. B. Craven, vice president 30%; Edward Hasti, vice president 10%, and Sherman T. Taylor, attorney, new to firm, secretary-treasurer 30%. WJCM assigned 1340 kc, 250 w fulltime. Filed Oct. 28.

KOPP-AM-FM Ogden, Utah—Assignment of license from James B. Littlejohn to KOPP Inc., new firm in which Mr. Littlejohn is president and receives 50.2% interest. Other principals: George H. Lowe, attorney, vice president 24.16%; Riley R. Gibson, KOPP manager and station manager of KREO Indio, Calif., 10.07%; Earl Lemon, one-third owner Servicenter Inc., Salt Lake City drug firm, 6.54%, and Robert Sevy, KOPP chief engineer, treasurer 5.76%. Mr. Lowe also has one-third interest in Servicenter Inc. KOPP reported $6,457.41 deficit as of July 31. KOPP assigned 730 kc, 1 kw daytime. Filed Oct. 20.

WHAK Rogers City, Mich.—Application for consent to various transfers of minor interests among large numbers of stockholders. Alfred Klann originally subscribed to 300 of total 500 sh part of which he re-distributed in amounts up to 5 sh to large numbers of local residents in area. Total of 264 sh now held by Alfred Klann, Albert Klann, Harry Brege and Harvey Klann, general manager. WHAK assigned 960 kc 1 kw daytime. Filed Oct. 19.

WIHL Hammond, Ind.—Assignment of license from Joseph A. Sims tr/as Superior Enterprises to Sidney S. Rosenblum and Forrest E. Curnutt d/b as WIHL Bcstg. Co. for $19,000. Mr. Rosenblum, who becomes two-thirds owner, is sales manager and 50% owner Rosenblum's Dept. Store. Mr. Curnutt is WIHL manager. WIHL assigned 730 kc, 250 w daytime. Filed Oct. 19.

KVSM San Mateo, Calif.—Assignment of license from San Mateo County Bcstrs., partnership of Edmund Scott (26%), Gordon D. France (24%), Hugh H. Smith (26%) and Merwyn F. Planting (24%), to Hugh H. Smith individually for $17,000. KVSM assigned 1050 kc, 250 w daytime. Filed Nov. 9.

KSTT Davenport, Iowa—Acquisition of control of Davenport Bcstg. Co. Inc., licensee, by Hugh R. Norman, 48.75% owner, through purchase for $1,087 of 2.5% interest held by I. F. Whalen. A. M. McGregor retains 48.75% interest. KSTT assigned 250 w daytime on 750 kc. Filed Nov. 9.

WSIP Paintsville, Ky.—Assignment of permit from W. Howes Meade (25%), James W. Archer (12.5%) and Hubert J. Morgan to Mr. Morgan individually. Mr. Morgan, former Congressman, constructed and financed station. Other partners unable now to participate financially. WSIP assigned 1490 kc, 250 w fulltime. Filed Nov. 9.

Richards Brief

(Continued from page 32)

gressional debates, the report of the Harness Committee of the House which investigated FCC last year, and portions of a memorandum presented to the Harness Committee by FCC's General Counsel, Benedict P. Cottone.

The petition maintained that "no rule or regulation of the Commission establishes standards regarding news broadcasts or programming relating to political, social and economic viewpoints." It claimed a formal rule-making proceeding should be instituted if the Commission wishes to establish such standards, since the legality of such a move involves questions of industry-wide application.

Aside from Constitutional guarantees of free speech, the petition saw adequate grounds for deletion of the issues relating to news policies.

Reiterating the statement of his physicians that the hearing as contemplated might cost Mr. Richards his life, in view of his illness of heart disease, the petition claimed "no man should be required to stand trial when so doing will endanger his life or his health."

It was also assumed that FCC's original "indefinite postponement" of the hearing, granted last March when the question of a trusteeship first arose, "must have been made upon the premise that the proposal to transfer control of the corporate licensees, if found to be meritorious and in the public interest . . . would . . . obviate the necessity of determining those issues originally scheduled for hearing."

Nor was it felt the trusteeship plan, even though set down for hearing, could be given "full and proper consideration" if heard "in conjunction with issues which virtually reject and discard the trusteeship proposal."

Under the trusteeship plan, control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, president of Fisher & Co. and director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

The petition noted that [illegible] "has indicated doubts that Mr. Richards may not divest himself of control over the corporate licensees." But, the petition continues, "the intention was and is, and the trustee indenture submitted assures, that Mr. Richards retain no control whatever over the corporate licensees, directly or indirectly. We ask only an opportunity to establish this. Ultimate control is not divisible."

The petition contended that "investigation of past activities . . . can serve no useful purpose" and may result in "the loss of Mr. Richards' life and the infliction of a multi-million dollar penalty." Further, the petition asserted "past managerial direction . . . is of relevance only insofar as it may foreshadow the qualifications of prospective managerial direction," and that in the Richards case there would be "a complete break in the continuity of ultimate management and control."

It was also brought out that Mr. Richards for some time has planned to dispose of WGAR or KMPC. He recently negotiated sale of 50-kw KMPC (710 kc) to NBC for approximately $1,250,000 [BROADCASTING, Oct. 17]. This sale reportedly would cover 100% of the KMPC stock, of which Mr. Richards personally owns 64.89%. He owns 71.64% of WGAR, and with his wife, 62.39% of WJR.

ANDERSON TO M-E

Is Director of Radio-TV

FREDERICK ANDERSON, formerly vice president of Compton Advertising, New York, has joined McCann-Erickson, same city, as director of radio-TV plans.

While with Compton, Mr. Anderson worked on the Procter & Gamble account for eight years.

LISTENERS to KYW Philadelphia will get a new treat tonight when they tune in from midnight to 1 a.m. It's a new disc show and the jockey will be a girl—pretty Kay Wylie. Although a newcomer to radio, Miss Wylie topped a field of 1,300 to win the contest in which KYW selected its "Girl Disc Jockey," an innovation in Quaker City radio [BROADCASTING, Nov. 7].

ED BARBER (l), CBS director of orts and noted sportscaster, re- ives certificate of appreciation from e Blood Program of the Greater ew York Chapters of the American ed Cross for his radio and TV assist- nce in securing blood donors. Mak- g the award at Radio Executives lub luncheon-meeting in New York Frank J. Keeler, chairman, ARC lood Program Advisory Committee.

RICHARDS PLANS

West Coast Division

EFFECTIVE Jan. 1, 1950, Fletch- D. Richards Inc., New York and hicago advertising agency, will tablish a West Coast division hen Harrington, Whitney & urst, San Francisco and Los ngeles agency, joins with it, letcher D. Richards, president, nnounced last Friday.

The latter agency will operate s Harrington-Richards Div. of letcher D. Richards Inc., with of- ces located in both San Francisco nd Los Angeles.

The move of the two agencies ill not involve any change in ents, locations or personnel. Im- ortant changes in service proce- re of the two firms have been eveloped to give clients of both encies complete and detailed co- rdination of both East and West oast service, Mr. Richards said.

Under the new arrangement, ugene I. Harrington, president of arrington, Whitney & Hurst Inc., ill head the West Coast opera- ons and will be executive vice resident and a member of the oard of directors of Fletcher D. ichards Inc.

Harrington, Whitney & Hurst as originally founded in the fall f 1946.

BMB Second Study

SECOND study of Broadcast Measurement Bureau will be re- eased the first week in December ather than the end of November s planned, Dr. Kenneth H. Baker, cting BMB president and NAB's esearch chief, said Wednesday at he Chicago Radio Management lub. He outlined differences be- ween the first and second studies, ollowing a format set for NAB istrict meetings which he is cover- ng. Roy McLaughlin, management lub president, has asked Ex-Gov. lf M. Landon of Kansas to dis- uss "radio's future from the point f view of government and private usiness" at the Dec. 7 luncheon- eeting.

FCC DOCKETS

AM-FM Hearing Schedule Released

SCHEDULE of hearings for all standard and FM applications was released last Tuesday by FCC. Covering November, December and January, the new schedule includes all those broadcast applications designated for hearing between June 24 and Oct. 28. The list does not include those cases which heretofore have been assigned hearing dates.

The new schedule, listing alphabetically the applicants and respective docket numbers and frequencies involved, is as follows ("F" after date indicates hearing will be held in field rather than in Washington):

Adock, Tildon M. and Starlon S., Goldsboro, N. C.—Doc. 9482, 570 kc, Jan. 16.
Belo, A. H. Corp. (WFAA) Dallas, Tex.—Doc. 9428, 570 kc, Dec. 12.
Blue Bonnet Bcstg. Corp. (KCNC), Fort Worth, Tex.—Doc. 9410, 870 kc, Dec. 1.
Broadcasting Corp. of America (KREO), Indio, Calif.—Doc. 9392, 1380 kc, Jan. 9.
Canisteo Radio Corp. (WLEA), Hornell, N. Y.—Doc. 9440, 1420 kc, Jan 4.
Cape Fear Bcstg. Co. (WFNC), Fayetteville, N. C.—Doc. 9414, 1390 kc, Dec. 22.
Capital Bcstg. Corp., Harrisburg, Pa.—Doc. 9475, 1460 kc, Nov. 28.
Carter Publications Inc. (WBAP), Fort Worth, Tex.—Doc. 9427, 570 kc, Dec. 12.
Central Ohio Bcstg. Co., Galion, Ohio—Doc. 9487, 560 kc, Jan. 18.
Chronicle Pub. Co. Inc., Marion, Ind.—Doc. 9445, 1400 kc, Dec. 5.
Clearwater Bcstg. Co. Inc., (WCLE), Clearwater, Fla.—Doc. 9484, transfer of control, Dec. 12 (F).
Collup, Doyle E. (KSTV) Stephenville, Tex.—Doc. 9372, 1240 kc, Dec. 19.
Delta Bcstrs Inc., Thibodaux, La.—Doc. 8602, 630 kc, Dec. 14.
Eastern Idaho Bcstg. and Television Co. (KIFI), Idaho Falls, Ida.—Doc. 8343, 1060 kc, Dec. 7.
Eastern Indiana Radio Corp., Muncie, Ind.—Doc. 9443, 1400 kc, Dec. 5.
Epperson, Ralph D. (WPAQ) Mount Airy, N. C.—Doc. 9479, 550 kc, Dec. 5.
The First National Bank of Montgomery and Margaret Covington Milwee, Executors of The Estate of G. W. Covington Jr., Deceased, Gadsden Ala.—Doc. 9364, Renewal, Nov. 28 (F).
Gibbons, T. M. and J. M., Phoenix, Ariz.—Doc. 9490, 1230 kc, Jan. 23.
Greenhow, W. H., Co. (WWHG), Hornell, N. Y.—Doc. 9441, 1420 kc, Jan 4.
Greylock Bcstg. Co. (WBRK), Pittsfield, Mass.—Doc. 9373, 610 kc, Dec. 8.
Grove, William C., Denver, Col.—Doc. 9368, 910 kc, Dec. 8.
Harrisburg Bcstg. Co. (WHGB), Harrisburg, Pa.—Doc. 9477, 1460 kc, Nov. 28.
Hutchinson Pub. Co. Hutchinson, Kan.—Doc. 9394, 1260 kc, Dec. 19.
Jenkins, Orville L., Quanah, Tex.—Doc. 9438, 1150 kc, Jan 4.
Jennings Bcstg. Co. Inc., Jennings, La.—Doc. 9485, 1490 kc, Jan 19.
KAVR Inc. (KAVR), Havre, Mont.—Doc. 9422, 910 kc, Jan 9.
Keel, John J., Reading, Pa.—Doc. 9446 1400 kc, Dec. 5.
Keystone Bcstg. Corp. (WKBO), Harrisburg, Pa.—Doc. 9474, 1460 kc, Nov. 28.
Kokomo Pioneer Bcstrs., Kokomo, Ind.—Doc. 9444, 1400 kc, Dec. 5.
KVLH Bcstg. Co. (KVLH), Pauls Valley, Okla.—Doc. 9466, Modification of license, Nov. 28.
KWHK Bcstg. Co. Inc. (KWHK), Hutchinson, Kan.—Doc. 9393, 1260 kc, Dec. 19.
Lake Area Bcstg. Co. Pryor, Okla.—Doc. 8466, 1570 kc, Jan. 18.
Lamar, Charles Wilbur Jr. (KCIL), Houma, La.—Doc. 9442, 630 kc, Dec. 14.
Loew, Howard M., Phoenix, Ariz.—Doc. 9491, 1230 kc, Jan. 23.
Lubbock County Bcstg. Co. (KVLU), Lubbock, Tex.—Docs. 7334 and 9448, 790 kc and modification of permit, Nov. 28.
McEvoy Bcstg. Co. (KSWS), Roswell, N. M.—Doc. 9418, 580 kc, Dec. 12.
Music Bcstg. Co. (WGRD), Grand Rapids, Mich.—Doc. 9493, 1410 kc, Dec. 20.
Nebraska Rural Radio Assn., Lexington, Neb.—Doc. 9481, 1010 kc, Jan. 16.
Nevada Bcstg. Co. (KENO), Las Vegas, Nev.—Doc. 9459, 1460 kc, Dec. 14.
North Montana Bcstg. Co. (KOJM), Havre, Mont.—Doc. 9421, 910 kc, Jan. 9.
Olney Bcstg. Co. Olney, Tex.—Doc. 9072, 1590 kc, Dec. 20.
Pass Bcstg. Co. (KPAS), Banning, Calif.—Doc. 9391, 1380 kc, Jan. 9.
Peoples Forum of the Air (KXLJ), Helena, Mont.—Doc. 9472, Renewal, Nov. 28 (F).
Pioneer FM Co., Madison, Ind.—Doc. 9365, FM, Jan. 12.
Plains Radio Bcstg. Co. (KFYO), Lubbock, Tex.—Doc. 7335, 790 kc, Nov. 28.
Rossmoyne Corp. (WCMB), Lemoyne, Pa.—Doc. 9476, 1460 kc, Nov. 28.
Sandusky Newspapers Inc., Sandusky, Ohio—Doc. 9488, 1570 kc, Jan. 23.
Shepherd, Jerrell A., Moberly, Mo.—Doc. 9465, 1230 kc, Jan. 9.
Sinyard, James D., Moundsville W. Va.—Doc. 9463, 990 kc, Jan. 11.
Sligar, James H., Wichita Falls, Tex.—Doc. 9411, 860 kc, Dec. 1.
Southern Radio and Equipment Co. (WOBS), Jacksonville, Fla.—Doc. 9303, 1360 kc, Jan. 19.
Steitz Newspapers Inc., Lebanon, Pa.—Doc. 9456, 1430 kc, Jan. 4.
Teletronics Inc., Waycross, Ga.—Doc. 9420, 570 kc, Jan. 16.
Townsend, John, North Platte, Neb.—Doc. 9480, 1010 kc, Jan 16.
Tri-City Bcstg. Co. (WTRF), Bellaire, Ohio—Doc. 9426, 1290 kc, Dec. 15.
Tri-State Bcstg. Co. (WCPM) Middlesboro, Ky.—Doc. 9417, Modification of permit, Dec. 1.
Tul'e Bcstg. Co., Tulia, Tex.—Doc. 9439, 1150 kc, Jan. 4.
Walker Newspapers Inc. (KFGT), Fremont, Neb.—Doc. 9492, 1340 kc, Jan. 23.
Waycross Bcstg. Co., Waycross, Ga.—Doc. 9419, 570 kc, Jan. 16.
Western Massachusetts Bcstg. Co., Great Barrington, Mass.—Doc. 9226, 1240 kc, Dec. 22.
Winston, George R., Cisco, Tex.—Doc. 9371, 1250 kc, Dec. 19.
Winston-Salem Bcstg. Co. Inc. (WTOB), Winston-Salem, N. C.—Doc. 9478, 550 kc, Dec. 5.

F. J. YOUNG

K & E Acct. Exec. Dies

FREEMAN JESSE YOUNG, 43, account executive on food merchandising at Kenyon & Eckhardt Inc., New York, died last Tuesday evening after a brief illness. He had been in a Rochester, N. Y., hospital.

Born May 22, 1907, in Cincinnati, Mr. Young, prior to joining Kenyon & Eckhardt in January of this year, had been associated in various executive positions with John F. Jelke Co., Chicago; Lever Bros., Cambridge, and the Joseph Katz Co., Baltimore.

At K & E he handled the American Maize Co., products account for Amazo instant desert.

Surviving are his widow, Margaret, and three children.

CENSUS DATA

Letter Outlines Scope

EXTENT of the marketing and social facts to be revealed by the 1950 decennial U. S. census, and suggestions for station cooperation in the project, are outlined in a letter sent to all stations by Frank R. Wilson, information assistant to the director of the Census Bureau.

Mr. Wilson said the letter is designed to acquaint stations with the type of data on resources that will be compiled next year. The census enumerators will start knocking on doors next April 1.

The bureau is now completing a census of retail, wholesale and service industries for the entire nation, he said. The results will start to become available in early 1950 and will cover states, counties and cities.

Cooperation by stations will increase the accuracy and value of the 1950 population and housing census data, Mr. Wilson said. The census has been approved by the Advertising Council and plans already are being developed for participation by all advertising media in the decennial project.

1871 Clyde M. Reed 1949

SEN. CLYDE M. REED (R-Kan.), 78, ranking member of the Senate Interstate & Foreign Commerce Committee and also member of the Appropriations Committee, died last Tuesday after a heart attack and fall in his home at Parsons, Kan.

Sen. Reed was serving his second term in the Senate, which he entered in January 1939. His second term expires Jan. 3, 1951. During the 80th Congress he was chairman of the Independent Offices Appropriations subcommittee, which handled funds for FCC, FTC and other federal agencies. He devoted himself primarily to railroad transportation facilities, with which he has long been identified.

Also during his Congressional tenure, the Kansan was the co-author of two bills (S 2352-S 2365) to amend the Federal Trade Commission Act with respect to certain advertisements of alcoholic beverages. These were generally considered watered-down versions of the famous Capper bill which would have outlawed all liquor advertising.

No replacement for Sen. Reed is expected by the Senate Commerce group before Congress reconvenes in January, it was indicated.

Born in Champaign, Ill., Oct. 19, 1871, Sen. Reed had been engaged in the political, publishing and other fields. He was active as manager and publisher of the daily *Parsons Sun*. He moved to Kansas in 1875.

Mr. Reed had suffered a heart attack, then fell from the second to the main floor of his home. He was buried Friday.

At Deadline...

WIRE SERVICES BETTER, NEWS GROUP REPORTS

IMPROVEMENT in wire service reports to radio stations noted in report Friday at opening of three-day annual convention of National Assn. of Radio News Directors at Commodore Hotel, New York (early story page 29). Report, highly critical, made by NARND's Wire Services Committee. Improvement noted since previous survey last March in accuracy of certain types of stories. Writing quality, however, has not changed noticeably, it was found. Other points made by committee:

As in the March report, it was found wire services were guilty of filing old stories as new ones; some editorial slanting noted, due to carelessness or sloppy thinking; news services have failed to expand pronunciation guides or obtain uniformity; they should file more spot news for Sundays and increase amount of regional news.

Committee went into report on each of press associations serving stations—Associated Press, United Press, International News Service and Transradio Press.

Standards Committee presented several recommendations to management. They were: Experienced radio newsman on duty while station is on air; news director to be responsible only to station manager; news director on duty to have sole authority to accept or reject news; commercials should be clearly separated from news content.

Standards Committee reported legislation to protect radio newsmen in gathering news enacted in Alabama, Arkansas, Indiana and Maryland. Television Committee report, made by Chairman Jim Lawrence, KSD-TV St. Louis, but delivered by Sid Pietzsch, WFAA Dallas, based on a survey of 60 television stations news operations. Mr. Lawrence said video's news position comparable to that of standard radio decade ago.

NAB President Justin Miller attacked FCC efforts to judge whether or not stations news presentations are fair or unfair. He charged many FCC policies come out of its Legal Dept., which he said is concerned with working out sociological ideas not consistent with beliefs of country.

Erwin D. Canham, editor of *Christian Science Monitor* and ABC commentator, said public distrust in radio and newspaper reports has reached alarming proportions. He suggested efforts by newsmen to drive home significant rather than sensational aspects could help overcome such distrust.

U. S. TOBACCO PLANS TV ANNOUNCEMENT DRIVE

U. S. TOBACCO preparing television spot announcement campaign to start in mid-November in all video cities. Spots are 20 seconds long and will feature William Gargan as Martin Kane and Walter Kinsella as "Happy," proprietor of tobacco shop.

TV spot schedule is in addition to firm's television show, Martin Kane's *Private Eye* on NBC-TV, Thurs., 10-10:30 p.m. and radio version of same show on MBS, Sun., 4:30-5 p.m. Spots will promote Old Briar, Model, Dill's Best and Tweed tobaccos. Kudner, New York, is agency.

'VOICE' ENTRIES DOUBLE

ENTRIES in Voice of Democracy contest conducted by NAB, Radio Mfrs. Assn. and Junior Chamber of Commerce will reach half-million mark, NAB said Friday, double number in 1948. Local elimination contests being held by junior chambers prior to statewide competitions.

TV IS SEPARATE MEDIUM, MD. APPEALS COURT RULES

BROADCAST privileges do not embrace telecast rights since television is completely distinct medium, Maryland Court of Appeals held Friday in unprecedented ruling. Decision reversed Baltimore circuit court which had held TV part of broadcasting medium.

Appeal stemmed from circuit ruling by Judge E. Paul Mason that contract between city's Century Athletic Club and arena owner included video and radio rights to boxing matches [BROADCASTING, Feb. 28].

Contract signed in 1943 did not contemplate television, then "commercially unknown," realty firm said in refusing bid, which then went to circuit court.

Unanimous decision by Judge Charles Markell said "unambiguous words" of contract covered only radio rights, and conceded it is first court ruling which defines TV as separate medium.

OHIO GROUP SEEKS PLAN TO TRAIN SALESMEN

RESOLUTIONS adopted Friday, last of two-day sales sessions of Ohio Assn. of Broadcasters in Cleveland (see page 32), highlighted plans to improve salesmanship and advertising know-how. Among them were: Establish educational committee to work with Ohio State U. to develop improved training methods for radio salesmen; establish internships for radio personnel, and study possibility of research project by OSU on advertising media.

Group also urged high school committee and similar groups to permit reporting of sports events by radio without assessing rights cost. Speakers Friday included Beth Black, Joseph Katz account executive; Dr. Kenneth Dameron, Ohio State U.; Joseph Brechner, WGAY Silver Spring, Md., and Frank Headley, president Headley-Reed. Miss Black stressed need for adequate station information; Dr. Dameron underlined importance of sales training, and Mr. Headley criticized rate cutting and P. I. business.

REV. MORRIS DROPS SUIT

ORDER entered in U. S. Federal Court, Louisville, to dismiss without prejudice suit against CBS and Schenley Distilleries by Johnson & Johnson, Louisville law firm, on behalf of Rev. Sam Morris, temperance speaker. Attorneys said CBS and following stations "have agreed to sell choice radio time . . . for broadcasts by Rev. Sam Morris . . .": WBBM Chicago, KMOX St. Louis, KRLD Dallas, and WWVA Wheeling. They also revealed plans to buy time on additional outlets.

RADIO VICTORIES

RADIO won partisan and bi-partisan—and in one case seemingly mutually exclusive—victories in last week's elections.

In Binghamton, N. Y., WINR President Donald W. Kramer was elected mayor in Democratic landslide, while WINR News Editor George J. O'Connor was named councilman on Republican ticket. In Altoona, Pa., WRTA President Roy F. Thompson won six-year term as school director for Altoona School District by 17,227-to-2,880 vote—running as nominee of both Democrats and Republicans.

Closed Circuit

(Continued from page 4)

explain what makes a Ford tick. Dr. Marshall own sustaining program, *The Nature of Things*, to continue on network. J. Walter Thompson Co., New York, Ford agency.

OPEN season appears to be underway on radio as political football. On heels of hard-hitting *Fortune* article (November issue) laying television troubles at doorstep of FCC, it's learned that preliminary leg work now is underway looking toward article dealing with delays by FCC in handling of pending cases. Whether it will appear as magazine article or as political speech isn't yet known.

SOME FCC authorities are toying with possibilities of cutting monochrome TV channel width from 6 to 4 mc, if 6 mc bandwidth is formally fixed for color. They're appraising idea to see how much spectrum space might be gained—and whether it would be worth it.

FOOTE, CONE & BELDING, New York, has recommended spot radio campaign to its client John H. Dulany (Dulany frozen foods), Fruitland, Md.

WHITEHALL PHARMACAL Co., which appointed Duane Jones Co., New York, to handle advertising for Kripitin, anti-histamine cold tablet, probably will use spot radio.

WILLIAM H. WEINTRAUB Co., New York, to draw up spot announcement campaign for Adam Hats, to start Dec. 5 in 40 markets.

WOOLWORTH ENTERS TV; FORD DEALERS ON WJZ-TV

F. W. WOOLWORTH Co., New York, in first intensive use of video, to participate in second quarter-hour of WJZ-TV New York Friday evening telecasts of *Holiday Hints*, 8-8:30 p.m. Agency is Lynn-Baker, New York, contract effective Nov. 11.

Ford Dealers and Frost Refrigeration Stores both New York, signed for participation in Wednesday, 7:45-8 p.m. *Holiday Hints*. J. Walter Thompson is Ford agency for contract effective Nov. 23. Frost agency is Getchall & Richard, New York, contract starting Nov. 16.

TWO TV AFFILIATIONS

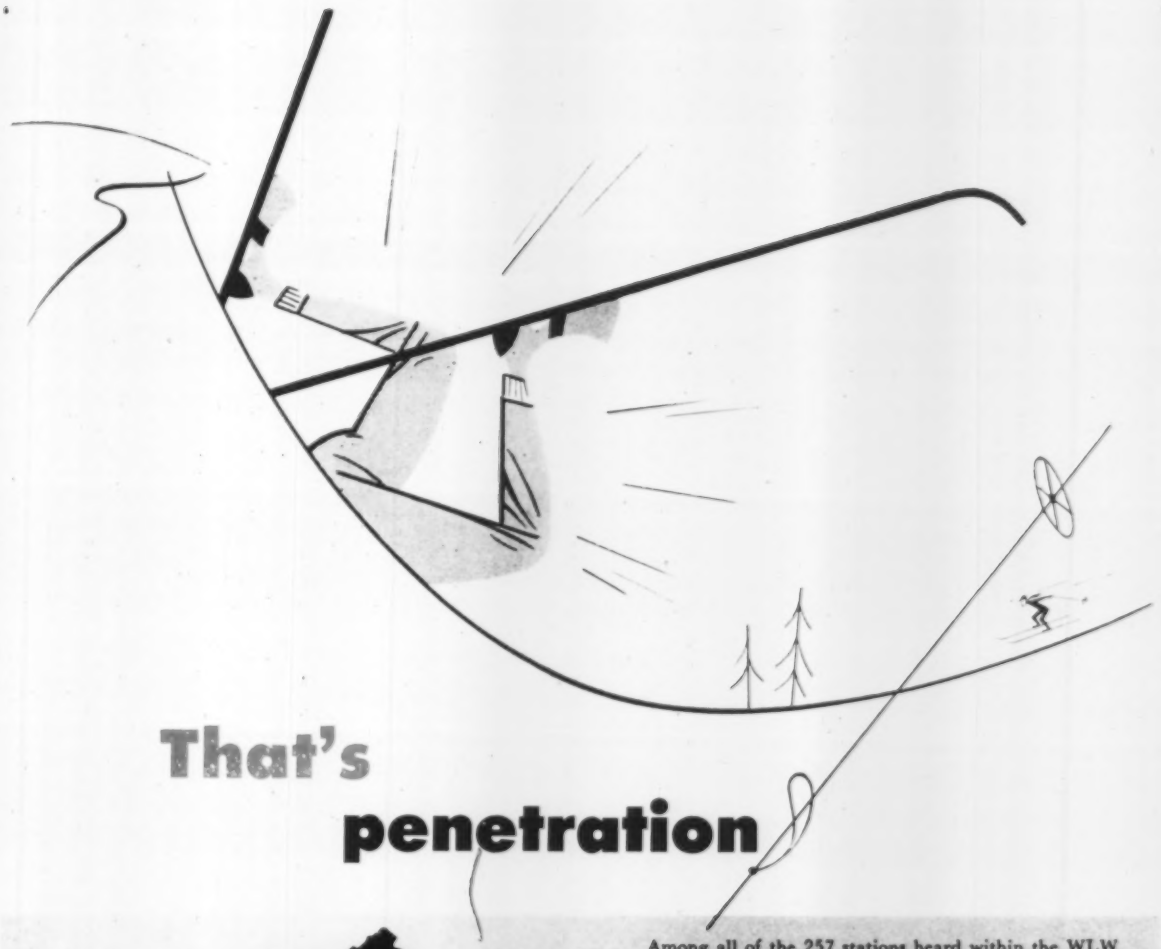
KOTV (TV) Tulsa affiliating with ABC-TV Nov. 15. Station also affiliated with CBS-TV and DuMont. ABC-TV affiliates now number 42, 39 of which are on air. WHBF-TV Rock Island, Ill., signed Friday by DuMont TV Network as 50th affiliate. CBS-TV and ABC-TV late Friday also announced affiliations with station.

SESAC INFRINGEMENT SUIT

SESAC Inc., New York, charges infringement of six numbers in suit filed in U. S. District Court, Southern Ohio District, against WCKY Cincinnati. Bill asks $250 damages for each alleged infringement as well as injunction and costs. Paxton & Seasongood are SESAC counsel in case.

AFRA STRIKE IN KENOSHA

WLIP Kenosha, Wis., forced off air late last week by AFRA strike which began Nov. 1, according to AFRA national headquarters. Station was off air only one hour first day of strike but had to close down because loss of sponsors resulted, AFRA said. AFRA claims strike sets a precedent because it's first time it has ever struck for recognition.



That's penetration

Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to...

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to	Midnight—22 minutes
327 minutes—6 AM to	Midnight—52 minutes

WE REPEAT, *that's penetration!*

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want **penetration** you want

WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION